

021003-000127S A2 T 2 DATE 10/04/02 5:54:00 PAGE  
LAWSO JONES/CUY CTY CMID  
LAWSO JONES/COMMISSIONER  
PCON= 12 ACON=  
JIM COX  
CANCELLATION NOTICE REQUIRED  
AS EARNED/BLANKET  
1E  
TIME FROM TO TYPE EFFECTIVE DATES CLASS SEC FREQ OR PLAN SPOTS PER WEEK EARNED RATE/SPOT TOTAL  
630A 657A 30 10/04  
858A 1000A 30 10/04  
1158A 1230P 30 10/04  
358P 457P 30 10/04  
458P 557P 30 10/04  
558P 630P 30 10/04  
1101P 1135P 30 10/04  
630A 657A 30 10/07  
858A 1000A 30 10/07  
1158A 1230P 30 10/07  
358P 457P 30 10/07  
458P 557P 30 10/07  
558P 630P 30 10/08

**CBS TELEVISION** DATE PRINTED 9/23/02 CONTRACT NO. REV. 1081-11987-1  
AGREEMENT MADE BETWEEN WBZ-TV 1170 SOLDIERS FIELD ROAD, BOSTON, MA 02134 AND WBZ TV 4  
15101 AGENCY (OR SERVICE) ACTING AS AGENT FOR 77998 ADVERTISER (OR AGENCY AND NAME SHORR & ASSOC 1831 CHESTNUT STREET SUITE 602 BOSTON MA 02114  
AND ADDRESS PHILADELPHIA PA 19103 BOSTON USA  
CONTACT B. DUDLEY PRODUCT O'BRIEN/DIGOV/MA  
LOCAL SALESPERSON POLITICAL AGENCY EST. NO. PRODUCT CODE  
NATIONAL SALESPERSON  
R = REVISED ITEM BROADCAST SCHEDULE STARTING 9/23/02 AND ENDING 9/23/02 NO. WEEKS: 1  
TIME LENGTH DATE DATE TYPE PRG NO. TOTAL UNITS UNIT RATE TOTAL VALUE  
9/23/02 30S 9/23/02-9/23/02 THE EARLY SHOW 1 450.00 450.00  
9/23/02 30S 9/23/02-9/23/02 NEWS M-F 6-7AM 1 1260.00 1260.00  
9/23/02 30S 9/23/02-9/23/02 NEWS M-F 7-8AM 1 450.00 450.00  
9/23/02 30S 9/23/02-9/23/02 8PM NEWS M-F 1 1080.00 1080.00  
9/23/02 30S 9/23/02-9/23/02 6PM NEWS M-F 1 1800.00 1800.00  
9/22/02 30S 9/22/02-9/22/02 SUN 8-9AM NEWS 1 630.00 630.00  
9/22/02 30S 9/22/02-9/22/02 CBS SUNDAY MORNING 1 990.00 990.00  
Total Contract: 11 \$565.00

# PROFITEERING ON DEMOCRACY:

## How the Television Industry

## Gouged Candidates in Campaign '02

**Television Stations**  
CONFIRMATION CONTRACT - PART I  
TARGET ENTERPRISES LTD  
16501 VENTURA BLVD  
SUITE 515  
ENCINO CA 91436  
TARA AVIEL

ADVERTISER FRIENDS OF PATAKI STATION/MARKET WNBC NEW YORK, NEW YORK  
PRODUCT FRIENDS OF PATAKI/PO SALESMAN/OFFICE JOE FRISCHER/NEW YORK LOCAL SALES  
SCHEDULE DATES 9/23/02 - 9/29/02 AGENCY 126 CONTRACT NUMBER 06959 - 00009  
BILLING SALESMAN TYPE POLITICAL REVISED 1 DATE 9/24/02 TIME 5:03P PAGE 1  
STANDARD BROADCAST

SPOT	SCHEDULE	DAYS	TIME	LEN	EFF. DATES	RATE	REF. DATE	TOTAL UNITS	UNIT PRICE
1	MTWTF..		5-6A M-F	30	9/23/02 - 9/27/02	EP		5	60
2	MTWTF..		5-6A M-F	30	9/23/02 - 9/27/02	EP		5	60
3	MTWTF..		5-6A M-F	30	9/23/02 - 9/27/02	EP		5	60
4	.....S		630-7A SU WALL ST RPT	30	9/29/02	EP			
5	MTWTF..		5-6A M-F TODAY SHOW	30	9/23/02 - 9/27/02	EP			
6	MTWTF..		5-6A M-F TODAY SHOW	30	9/23/02 - 9/27/02	EP			
7	MTWTF..		5-6A M-F TODAY SHOW	30	9/23/02 - 9/27/02	EP			
8	MTWTF..		5-6A M-F TODAY SHOW	30	9/23/02 - 9/27/02	EP			
9	MTWTF..		5-6A M-F TODAY SHOW	30	9/23/02 - 9/27/02	EP			
10	MTWTF..		5-6A M-F TODAY SHOW	30	9/23/02 - 9/27/02	EP			
11	MTWTF..		5-6A M-F TODAY SHOW	30	9/23/02 - 9/27/02	EP			
12	MTWTF..		5-6A M-F TODAY SHOW	30	9/23/02 - 9/27/02	EP			
13	MTWTF..		5-6A M-F TODAY SHOW	30	9/23/02 - 9/27/02	EP			
14	.....S		7-8P SAT ACCESS H'WOOD	30	9/29/02	EP			
15	.....S		7-8P SUN DATELINE NBC	30	9/29/02	EP			
16	.....S		11-1135P WED-THU, NEWS	30	9/29/02	EP			
17	MTWTF..		5-6A M-F TODAY SHOW	30	9/23/02 - 9/27/02	EP			
18	.....S		1135-1235ATONIGHT SHOW	30	9/29/02	EP			
19	.....S		1136P-1207G. MICHAEL	30	9/29/02	EP			
25	.....S		1105-205A SUN EXTRA	30	9/29/02	EP			
20	..WTF..R		728-8P W-FACCE	30	9/29/02	EP			

**NEWS10**  
KXTV 400 Broadway Sacramento, CA 95818 (916) 441-2345  
SALESMAN WLB/BLR-PHIL  
PENDERGAST, 1745  
O'CONNELL 4 S.I.P.1

ORDER TYPE 2  
INVOICE NO. 152-031055  
SCHEDULE DATES 10/29/02-11/04/02  
BILLING IN 15

LINE	DATE	TIME	TYPE	CLASS	SPOTS	UNIT PRICE	TOTAL
1	10/31	TH	746P	15	1	49000	49000
2	11/01	F	1155P	15	1	49000	49000
3	11/02	SA	714P	15	1	49000	49000
4	11/02	SA	747P	15	1	49000	49000
5	11/02	SA	515P	15	1	49000	49000
6	11/03	SU	727P	15	1	49000	49000
7	11/03	SU	951P	15	1	49000	49000

AGENCY - MORRIS AND CARRICK INC  
BILLING 271 MADISON AVENUE  
ADDRESS NEW YORK NY 10016  
MAKE KXTV-10  
PAYMENT P O BOX 10  
TO SACRAMENTO CA 95812

ALLIANCE FOR BETTER CAMPAIGNS

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# Profiteering on Democracy:

## How the Television Industry Gouged Candidates in Campaign '02

### Contents

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The Alliance for Better Campaigns is a public interest group that seeks to improve elections by promoting campaigns in which the most useful information reaches the greatest number of citizens in the most engaging ways. The Alliance advocates for proposals that would require broadcasters to open up the airwaves to candidate issue discussion and to allow qualifying candidates in federal elections to earn a limited amount of broadcast advertising. Its honorary co-chairs are former presidents Jimmy Carter and Gerald Ford, and legendary anchorman Walter Cronkite.

The Alliance for Better Campaigns is funded by grants from The Pew Charitable Trusts, the Open Society Institute, and the Joyce Foundation.



# Summary of Findings

Local television stations around the country jacked up the prices of candidate ads by an average of more than 50 percent in the two months before the 2002 election, exploiting the campaign-driven spike in demand.

The price hikes by television stations around the country occurred despite a three-decades old federal law that is supposed to prevent such pre-election profiteering.

“The current lowest unit rate law is riddled with loopholes, and broadcasters are profiteering on our democracy,” said Meredith McGehee, President and Executive Director of the Alliance for Better Campaigns. “The broadcasters, who pay nothing for their licenses, use the publicly owned airwaves on just one condition – that they serve the public interest. Instead, they are exploiting the campaign-driven spike in demand to fatten their own bottom lines.”

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***“Broadcasters are exploiting the campaign-driven spike in demand to fatten their own bottom lines.”***

***– Meredith McGehee,  
President, Alliance for Better Campaigns***

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An Alliance survey of more than 37,000 political ads on 39 local television stations in 19 states found that the average price of a candidate ad rose by 53 percent from the end of August through the end of October of last year.

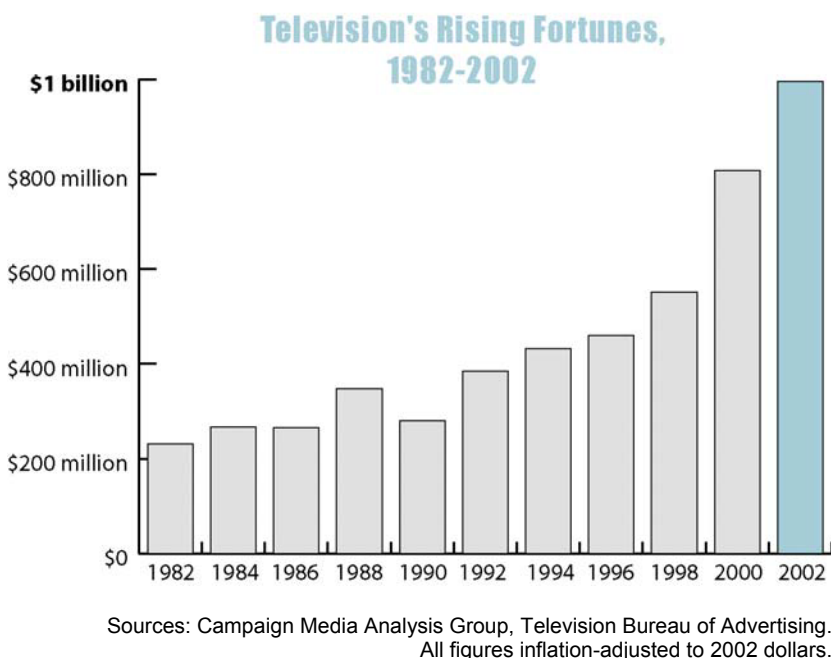
Under the “lowest unit charge” statute enacted in 1971, broadcasters are prohibited from charging candidates more for ad time than they charge their high volume, year-round advertisers. This provision was designed to ensure that candidates are not penalized by normal market forces for their need to advertise in a compressed period of time prior to an election. But the real beneficiary of the law is supposed to be the public. If it worked as intended, this provision would cut the cost of pre-election political communication – and in so doing, open up the political process to more candidates, provide voters with more information and more choice, and reduce the importance of special interest money.

Unfortunately, the law does not work as intended. Candidates who try to take advantage of the lowest unit charge provision risk having their ads bumped to a less desirable time slot if another advertiser is willing to pay more. Few candidates in competitive races are willing to take that chance. So the overwhelming majority of candidates choose instead to purchase what is known as “non-preemptible” time – at rates that are often double or triple the lowest product ad rates, and that are more exposed to the dynamics of supply-and-demand price spikes.

Here are examples of the price hikes that candidates around the country faced during the final two months before the 2002 election.

- On WNBC in New York City, gubernatorial candidate Carl McCall paid \$2,800 for a 30-second spot on *The Today Show* on August 26. He paid \$4,300 for that same time slot on November 4 – a 53.6 percent increase (*see page 6*).
- On WTSP in Tampa, Florida, attorney general candidate Charlie Crist paid \$425 for a spot on the local 6 o'clock local news on August 26. He paid \$600 for that same time slot on October 28 – a 41.2 percent increase (*see page 7*).
- On KGW in Portland, Oregon, city council candidate Randy Leonard paid \$90 for a spot on the 5 a.m. local news in the last week of August. He paid \$155 for the same spot in the same newscast in the final week of October – an increase of 72.2 percent (*see page 8*).
- In a handful of media markets with hotly contested races, the rate increases were much more extreme. For example, in the neck-and-neck race for U.S. Senate in South Dakota, Republican John Thune spent \$50 for a spot on the 10 p.m. Sunday news on KELO in Sioux Falls on September 1. Two months later, on Sunday, November 3, he paid \$800 for that same time slot – an increase of 1,500 percent (*see page 9*).

Local broadcast television is the leading source of information about political campaigns in this country, and local broadcast television advertising is by far the single largest expense in modern politics. In 2002, of the estimated \$4 billion spent on all local, state and federal political campaigns, at least \$1 billion went to pay for broadcast television advertising, according to the Campaign Media Analysis Group (CMAG), the nation's leading political ad tracking firm. In competitive races for federal office, television advertising accounted for more than half of all political spending.



The expenditure on broadcast television ads has been rising at a breakneck pace for the past two decades; the \$1 billion figure in 2002 is more than four times what was spent in 1982, even after adjusting for inflation. The increase is explained in part by what can only be described as profiteering, and in part by the fact that there are more political advertisers than ever before – including issue



groups and parties as well as candidates. The Alliance survey looked only at the cost of candidate ads, for they are the ads that are supposed to be protected by the lowest unit charge provision.

Why has the law proven to be ineffective? Because it fails to recognize that candidates and product advertisers face different imperatives when they purchase ad time. Most product advertisers tend to want to build brand loyalty over the long haul and aren't terribly concerned if their ad runs this Thursday or next Monday. They can afford to buy less expensive "preemptible time" – that is, time slots subject to last-minute changes. They merely need to know that in the course of a given month or quarter, their ads in the aggregate will have reached the agreed-upon eyeballs and demographics.

Candidates, by contrast, run ads that are time-sensitive, because they're often a response to an opposition attack ad that's already on the air. In order to lock in their time slots, they must purchase "non-preemptible time" at high rates. Because the lowest unit charge provision treats non-preemptible time as a different category from preemptible time, it winds up being of little or no value to most candidates.

### **Do Other Factors Explain the Gouging?**

*Each election year, the fall political campaign coincides with a period of rising demand for broadcast ad time that stems from factors unrelated to politics, such as the launch of the new fall season for prime time entertainment programming, and the onset of the holiday shopping season.*

*However, industry data make it clear that the rise in candidate ad rates is only partly attributable to these external market pressures. The 2003 edition of the Marketer's Guide to Media, a standard industry reference guide, shows that all advertisers using broadcast television were subject to an average rate increase of 15.2 percent from the third quarter of 2002 (July 1 through September 30) to the fourth quarter (October 1 through December 31). That increase is significantly lower than the 53 percent increase that candidates faced during a similar period.*

Further, the Alliance study revealed serious flaws in the current disclosure requirements covering broadcasters' public files. Under current law, broadcast license holders, i.e., the local stations, are required to maintain a public file that tracks the cost and placement of all candidate ads aired. However, current disclosure requirements are dismally inadequate. The vast majority of public files examined by the Alliance did not contain critical information, such as whether ads were sold at preemptible rates, non-preemptible rates, or one of the intermediate rate categories that most stations offer.

Therefore, it is impossible to determine accurately how much of the increase in the cost of candidate ads found by the Alliance survey was driven by candidates' desire to purchase non-preemptible time as election day neared, and how much was driven by a spike in rates for all categories of ads as election day neared. The anecdotal evidence suggests that both factors played a role in the 53 percent average increase over the final two months of the 2002 campaign on the 39 stations surveyed by the Alliance. Clearly the public interest would be better served if the Federal Communications Commission required a uniform standard of disclosure for political advertising sales at all local television stations.

This Congress, Senators John McCain [R-Ariz.], Russell Feingold [D-Wisc.] and Richard Durbin [D-Ill.] are introducing the “Our Democracy, Our Airwaves Act.” One of its provisions would close the loophole in the lowest unit charge law. Other provisions would require broadcasters to air at least a minimum level of candidate issue discussion in the weeks before an election, and to enable candidates to earn limited ad time by raising funds from small donors. The legislation takes a fresh approach to the enduring problems of money and politics. Rather than seeking to limit the supply of political money, it seeks to reduce the demand. (For a summary and explanation of the bill, go to [www.bettercampaigns.org](http://www.bettercampaigns.org).)

By cutting the cost of political communication on television, the bill would reclaim for the American public a small portion of the enormous benefit that the public has granted to the broadcast industry in the form of free and exclusive licenses to use scarce, publicly-owned airwaves. Since the dawn of broadcasting, these licenses have always come with a public interest obligation – and numerous laws, regulations and court rulings have made it clear that a core part of this obligation calls on broadcasters to facilitate the flow of political information essential in a self-governing democracy. “The laws already on the books haven’t been able to stem the huge spike in the cost of political communication over the past several decades. It’s time for them to be updated,” said Alliance Board Chairman Paul Taylor. “By opening our airwaves to more political communication at lower cost, we can open our democracy to new candidates, fresh ideas and more robust competition.”

## Methodology

The Alliance survey covered stations in large, medium and small markets, geographically dispersed throughout the country. Stations in the sample are among the top-rated stations in their markets, and therefore were most likely to receive a heavy volume of political advertising. The sample of 39 stations represents three percent of the 1,300 local broadcast stations in the nation.

Local citizen volunteers working for the Alliance gathered political ad contracts (which stations are required by law to make available for public inspection) from the 39 stations during three different weeks of the campaign season – August 26 through September 1; September 23 through September 29; and October 28 through November 4. Alliance researchers coded each ad by the week it ran. The cost of all ads from the first week was averaged, as was the cost of all ads from the second and third weeks. Then the difference between the cost of ads in Period 1 and Period 3 (or between Period 2 and Period 3 if no candidate ads aired on a surveyed station during Period 1) was calculated as a percentage.

## *Survey of Political Ad Prices on Local Television Stations, 2002*

Station	Market	Market Rank	% Increase, Period 1 to Period 3
WNBC	New York	1	46.6%
WABC	New York	1	67.9%
KABC	Los Angeles	2	45.2%
KNBC	Los Angeles	2	118.2%
WLS	Chicago	3	1.2%
WMAQ	Chicago	3	52.9%*
WPVI	Philadelphia	4	-8.8%
WCAU	Philadelphia	4	5.7%
WHDH	Boston	6	198.1%
WBZ	Boston	6	84.5%
WSB	Atlanta	9	22.1%
WXIA	Atlanta	9	43.4%
WDIV	Detroit	10	-2.7%
WXYZ	Detroit	10	3.6%*
KHOU	Houston	11	-8.8%
WTSP	Tampa	13	17.0%
WEWS	Cleveland	15	55.4%*
WKYC	Cleveland	15	31.6%*
KCRA	Sacramento	19	-0.8%
KOVR	Sacramento	19	180.4%
KTXL	Sacramento	19	250.1%
KGW	Portland	23	61.7%
KATU	Portland	23	61.3%*
WSOC	Charlotte	28	74.1%
WBTB	Charlotte	28	26.9%
WTVD	Raleigh	29	18.1%
KTVX	Salt Lake City	36	33.9%*
WJAR	Providence	48	28.7%
WPRI	Providence	48	34.2%
KOAT	Albuquerque	49	11.9%
WLKY	Louisville	50	14.5%
WHAS	Louisville	50	-8.6%
KXAN	Austin	54	52.7%
WIS	Columbia	84	51.1%*
WISC	Madison	86	91.8%
WMTV	Madison	86	47.0%
KELO	Sioux Falls	112	100.7%
KTVN	Reno	114	29.2%
KOLO	Reno	114	135.9%
<b>Average</b>			<b>53.0%</b>

Asterisks denote a rate increase between Period 2 and Period 3 because no ads ran in Period 1.


Period 1 = August 26 through September 1, 2002.  
 Period 2 = September 23 through September 29, 2002.  
 Period 3 = October 28 through November 4, 2002.





# Example 1


On Monday, August 26 Carl McCall (Democratic candidate for governor of New York) paid \$2800.00 for a 30-second spot during *The Today Show*. By Monday, November 4, the day before Election Day, the rate had risen to \$4300.00 – a 53.6% increase.

 <b>NBC Television Stations</b>		<b>CONFIRMATION CONTRACT - PART I</b>							
GREER MARGOLIS MITCHELL 1010 WISC. AVENUE NW #800 WASHINGTON DC 20007  LISA GOYETTE		ADVERTISER: <b>CARL MCCALL FOR GOVERNOR</b> STATION/MARKET: <b>WNBC NEW YORK, NEW YORK</b> PRODUCT: <b>CARL MCCALL FR GOVERN</b> SALES/SM/OFFICE: <b>ALAN BRITTAIN/PHILADELPHIA</b> SCHEDULE DATES: <b>8/20/02 - 8/26/02</b> AGENCY: <b>1386</b> CONTRACT NUMBER: <b>07528 - 00003</b> BILLING CALENDAR: <b>STANDARD BROADCAST</b> TYPE: <b>POLITICAL REVISED</b> DATE: <b>9/04/02</b> TIME: <b>6:03P</b> PAGE: <b>1</b> CL=R SUB=5 RC= CC'S=95 UF- 04622 / D00162665							
SPOT SCHEDULE LINE	DAYS	R- PER WEEK	ORDER	LENGTH	EFFECTIVE DATES	RATE	REFERENCE	TOTAL	UNIT PRICE
1	.....S	1	6-630A SUN TODAY IN NEW YORK I	30	8/25/02	EP		1	400
2	.....S	1	7-9A SUN TODAY IN NEW YORK II	30	8/25/02	EP		1	700
3	.....S	2	7-9A SAT TODAY	30	8/24/02	EP		2	1400
4	.....S	2	9-1030 SAT TODAY IN NEW YORK	30	8/24/02	EP		2	1300
5	.TWTF..	4	5-6A TU-F TODAY IN NEW YORK I	30	8/20/02 - 8/23/02	EX		4	800
6	M.....	1	5-6A MON TODAY IN NEW YORK I	30	8/26/02	EX		1	800
7	.....S	1	9-10A SUN TODAY	30	8/25/02	EP		1	1400
8	.TWTF..	4	6-7A TU-F TODAY IN NEW YORK II	30	8/20/02 - 8/23/02	EX		4	2600
9	M.....	1	6-7A MON TODAY IN NEW YORK II	30	8/26/02	EX		1	2800
10	.TWTF..	6	7-9A TU-F TODAY SHOW	30	8/20/02 - 8/23/02	EX		6	2600
11	M.....	2	7-9A MON TODAY SHOW	30	8/26/02	EX		2	2800
12	.TWTF..	4	1230-1P TU-F ACCESS HWOOD	30	8/20/02 - 8/23/02	EP		4	500
13	M.....	1	1230-1P MON ACCESS HOLLYWOOD	30	8/26/02	EP		1	500
14	.TWTF..	4	9-10A TU-F TODAY SHOW II	30	8/20/02 - 8/23/02	EP		2	800
30	M.....	1	9-10A MON TODAY SHOW II	30	8/26/02	EP	MKGD	1	800
31	.....S	2	6-7A SUN TINY /WALL STREET	30	8/25/02	EP	MKGD	2	400
15	M.....	1	9-10A MON TODAY SHOW II	30	8/26/02	EP		1	800
16	.TWTF..	4	10-11A TU-F PEOPLE'S COURT	30	8/20/02 - 8/23/02	EP		4	500
17	M.....	1	10-11A MON PEOPLE'S COURT	30	8/26/02	EP		1	500

THIS FACING SHEET, IDENTIFIED AS NBC TV STATION CONFIRMATION CONTRACT PART I, WHEN EXECUTED ON BEHALF OF ADDRESSEE (AGENCY) AND STATION SHALL CONSTITUTE, TOGETHER WITH THE PROVISIONS SET FORTH IN PART II, WHICH IS A SEPARATE DOCUMENT IDENTIFIED AS NBC TV STATIONS CONFIRMATION CONTRACT PART II REV Q-2 (08/97) AND CONTINUATION PAGES, IF ANY, ATTACHED HERETO, AN AGREEMENT BETWEEN THEM FOR ADVERTISING ON STATION FOR PRODUCT(S) OF CLIENT AS ABOVE SPECIFIED. PLEASE SIGN BELOW AND RETURN A COPY.

FOR AGENCY: \_\_\_\_\_ FOR CLIENT: \_\_\_\_\_

By: \_\_\_\_\_ National Broadcasting Company, Inc. *Robert F. Fenn*

 <b>NBC Television Stations</b>		<b>CONFIRMATION CONTRACT - PART I</b>							
GREER MARGOLIS MITCHELL 1010 WISC. AVENUE NW #800 WASHINGTON DC 20007  LISA GOYETTE		ADVERTISER: <b>CARL MCCALL FOR GOVERNOR</b> STATION/MARKET: <b>WNBC NEW YORK, NEW YORK</b> PRODUCT: <b>CARL MCCALL/POLITICA</b> SALES/SM/OFFICE: <b>MAGGIE KELLY/PHILADELPHIA</b> SCHEDULE DATES: <b>11/02/02 - 11/04/02</b> AGENCY: <b>1386</b> CONTRACT NUMBER: <b>07528 - 00013</b> BILLING CALENDAR: <b>STANDARD BROADCAST</b> TYPE: <b>POLITICAL NEW</b> DATE: <b>10/31/02</b> TIME: <b>5:54P</b> PAGE: <b>1</b> CL=R SUB=5 RC= CC'S=990 UF- 04622 / D00171013							
SPOT SCHEDULE LINE	DAYS	R- PER WEEK	ORDER	LENGTH	EFFECTIVE DATES	RATE	REFERENCE	TOTAL	UNIT PRICE
1	.....S	1	9-1030 SAT TODAY IN NEW YORK	30	11/02/02	EP		1	1500
2	M.....	1	7-9A M-F TODAY SHOW	30	11/04/02	EX		1	4300
3	M.....	1	6-7A M-F TODAY IN NEW YORK II	30	11/04/02	EX		1	2700
4	M.....	1	9-10A M-F TODAY SHOW II	30	11/04/02	EP		1	900
5	M.....	1	10-11A M-F PEOPLES COURT	30	11/04/02	EP		1	500
6	M.....	1	12-1P M -FLIFE MOMENTS	30	11/04/02	EP		1	600
7	M.....	1	1-3P M-F SOAPS	30	11/04/02	EX		1	1300
8	M.....	1	3-4P M-F JUDGE JOE BROWN	30	11/04/02	EP		1	800
9	M.....	1	4-5P M-F JUDGE JUDY1&2	30	11/04/02	EX		1	2400
10	M.....	1	5-6P M-F NEWS	30	11/04/02	EX		1	3400
11	.....SS	2	6PNEWS M-SUN	30	11/02/02 - 11/03/02	EX		2	4500
12	M.....	1	6PNEWS M-SUN	30	11/04/02	EX		1	4500
13	M.....	1	7-730P M-FEXTRA	30	11/04/02	EP		1	4500
14	M.....	1	728-8P M-FACCESS H'WOOD	30	11/04/02	EP		1	5000
15	.....S	1	10-11P SUNBOOMTOWN	30	11/03/02	EX		1	18000
16	.....S	1	7-8P SUNDAY DATELINE	30	11/03/02	EX		1	15000
17	.....S	1	8-1030P SANBC MOVIE	30	11/02/02	EX		1	8000
18	M.....	1	8-11P SAT NBC MOVIE	30	11/04/02	EX		1	18000
19	M.....	1	11-1135P M-W,FR-SU NEWS	30	11/04/02	EP		1	6500
20	.....S	1	1136P-1207G. MICHAEL	30	11/03/02	EX		1	2000
21	.....S	1	1-2A SAT APOLLO	30	11/02/02	EP		1	1500
22	.....S	1	2-6P SAT NOTRE DAME FOOTBALL	30	11/02/02	EX		1	3500

THIS FACING SHEET, IDENTIFIED AS NBC TV STATION CONFIRMATION CONTRACT PART I, WHEN EXECUTED ON BEHALF OF ADDRESSEE (AGENCY) AND STATION SHALL CONSTITUTE, TOGETHER WITH THE PROVISIONS SET FORTH IN PART II, WHICH IS A SEPARATE DOCUMENT IDENTIFIED AS NBC TV STATIONS CONFIRMATION CONTRACT PART II REV Q-2 (08/97) AND CONTINUATION PAGES, IF ANY, ATTACHED HERETO, AN AGREEMENT BETWEEN THEM FOR ADVERTISING ON STATION FOR PRODUCT(S) OF CLIENT AS ABOVE SPECIFIED. PLEASE SIGN BELOW AND RETURN A COPY.

FOR AGENCY: \_\_\_\_\_ FOR CLIENT: \_\_\_\_\_

By: \_\_\_\_\_ National Broadcasting Company, Inc. *Robert F. Fenn*

# Example 2

Charlie Crist (Republican candidate for attorney general of Florida) paid \$425.00 for a 30-second ad during the local 6 o'clock news in the final week of August. By the final week of October, he was paying \$600.00 for the same ad placement – a 41.2% increase.

**WTSP-TV**  
P.O. Box 10,000  
St. Petersburg, FL 33733  
Phone: (727) 577-1010 Fax: (727) 578-7637

**CONFIRMATION CONTRACT**

GHX INC.  
10752 126TH AVENUE NORTH  
LARGO FL 33778-2708  
GARY H. HEINICKA

CL=L SUB=C RC= CC'S=576

ADVERTISER CRIST FOR AG (R)	STATION/MARKET WTSP-TV/ST. PETERSBURG, FL	
PRODUCT CRIST FOR AG (R)	SALESMAN/OFFICE DAVE GRISCAVAGE	INPUT DATE 07/26/02
SCHEDULE DATES 7/29/02 - 9/09/02	AGENCY 1903	CONTRACT NUMBER 04227 - 00005
BILLING CALENDAR STANDARD BROADCAST	TYPE POLITICAL NEW	PRINTED DATE 7/26/02 TIME 6:11P PAGE 5 CONTINUED

SPOT SCHEDULE LINE	DAYS MTWTFSS	R- ROTN	UNITS PER WEEK	ORDER	LENGTH	EFFECTIVE DATES	RATE SECT	MAKEGOOD REFERENCE DATE	TOTAL UNITS	UNIT PRICE
46	.....1.		1	11-1135P 10 NEWS @ ELEVEN SAT	30	8/24/02	CP		1	425
47	.....1		1	11-1135P 10 NEWS @ ELEVEN SUN	30	8/25/02	BP		1	600
48	MTWTF..	R	4	6-7A 10 NEWS THIS MORNING	30	8/26/02 - 8/30/02	DP		4	50
49	MTWTF..	R	4	7-9A THE EARLY SHOW	30	8/26/02 - 8/30/02	DP		4	50
50	.....1		1	9-1030A CBS SUNDAY MORNING	30	9/01/02	CP		1	250
51	MTWTF..	R	4	12-1230P 10 NEWS AT NOON	30	8/26/02 - 8/30/02	CP		4	300
52	MTWTF..	R	4	5-530P 10 NEWS AT 5P	30	8/26/02 - 8/30/02	CP		4	250
53	MTWTF..	R	4	530-6P 10 NEWS @ 530	30	8/26/02 - 8/30/02	CP		4	275
54	MTWTF..	R	4	6-630P 10 NEWS AT 6	30	8/26/02 - 8/30/02	CP		4	425
55	MTWTF..	R	3	7-730P WHEEL	30	8/26/02 - 8/30/02	CP		3	1100
56	MTWTF..	R	3	730-8P JEOPARDY	30	8/26/02 - 8/30/02	CP		3	1100

Times listed represent programming and/or agencies as declared at time of sale.  
Rate protection, product protection and cancellations will follow policies outlined in the station's current rate card. Short rates will apply where applicable.

Accepted for Agency/Advertiser: \_\_\_\_\_ (Signature) \_\_\_\_\_ (Date)  
ORIGINAL

THANK YOU!  
We appreciate your business.  
Notwithstanding to whom bills are rendered, Advertiser, Agency and Service, jointly and severally shall remain obligated to pay to station the amount of any bills rendered by station within the time specified, and until payment in full is received by station. Payment by Advertiser to Agency or to Service, shall not constitute payment to this station. TERMS: NET 30 DAYS

**WTSP-TV**  
P.O. Box 10,000  
St. Petersburg, FL 33733  
Phone: (727) 577-1010 Fax: (727) 578-7637

**CONFIRMATION CONTRACT**

GHX INC.  
10752 126TH AVENUE NORTH  
LARGO FL 33778-2708  
GARY H. HEINICKA

CL=L SUB=C RC= CC'S=576

ADVERTISER CRIST FOR AG (R)	STATION/MARKET WTSP-TV/ST. PETERSBURG, FL	
PRODUCT CRIST FOR AG (R)	SALESMAN/OFFICE DAVE GRISCAVAGE	INPUT DATE 10/22/02
SCHEDULE DATES 10/23/02 - 11/05/02	AGENCY 1903	CONTRACT NUMBER 04227 - 00007
BILLING CALENDAR STANDARD BROADCAST	TYPE POLITICAL NEW	PRINTED DATE 10/22/02 TIME 5:57P PAGE 2 CONTINUED

UP - 0 3995

SPOT SCHEDULE LINE	DAYS MTWTFSS	R- ROTN	UNITS PER WEEK	ORDER	LENGTH	EFFECTIVE DATES	RATE SECT	MAKEGOOD REFERENCE DATE	TOTAL UNITS	UNIT PRICE
12	MTWTF..	R	4	4-5P	30	10/28/02 - 11/01/02	BP		4	275
13	1.....		1	4-5P	30	11/04/02	BP		1	275
14	11111..		5	5-530P 10 NEWS AT 5P	30	10/28/02 - 11/01/02	BP		5	350
15	11111..		5	530-6P 10 NEWS @ 530	30	10/28/02 - 11/01/02	BP		5	375
16	11111..		5	6-630P 10 NEWS AT 6	30	10/28/02 - 11/01/02	BP		5	600
17	.....1.		1	SA 7-730P 10 NEWS	30	10/26/02	AP		1	550
18	.....1.		1	SA 7-730P 10 NEWS	30	11/02/02	AP		1	550
19	.....1		1	SU 6-630P 10 NEWS @6 NFL FOOTBALL	30	10/27/02 10/27	AP		0	550
20	.....1		1	SU 6-630P 10 NEWS @6 NFL FOOTBALL	30	11/03/02 11/03	AP		0	550
21	..111..		3	7-730P WHEEL	30	10/23/02 - 10/25/02	BP		3	2000

Times listed represent programming and/or agencies as declared at time of sale.  
Rate protection, product protection and cancellations will follow policies outlined in the station's current rate card. Short rates will apply where applicable.

Accepted for Agency/Advertiser: \_\_\_\_\_ (Signature) \_\_\_\_\_ (Date)  
ORIGINAL

THANK YOU!  
We appreciate your business.  
Notwithstanding to whom bills are rendered, Advertiser, Agency and Service, jointly and severally shall remain obligated to pay to station the amount of any bills rendered by station within the time specified, and until payment in full is received by station. Payment by Advertiser to Agency or to Service, shall not constitute payment to this station. TERMS: NET 30 DAYS



# Example 3

Randy Leonard  
(Democratic  
candidate for  
Portland, Ore.  
City Council,  
paid \$90.00  
for a 30-second  
ad on the local  
5 a.m. news  
during the final  
week of  
August. By  
Election Day,  
the rate for an  
ad in the same  
time slot was  
\$155.00 –  
**a 72.2%  
increase.**

Contract # 21920		Date Entered	08/21/02
Schedule Dates	08/28/02-09/16/02	Last Modified	08/22/02
Advertiser	Randy Leonard for Commissioner of Public Works	Entered By	Karen Good
Agency	Charlton Engel Marketing (1877)	CO-OP	No
Product	Political Candidate (1077)	Headline #	
Brand	Political - Other (1694)	Demo	
Salesperson	Sobli, Ann (1559)	Order Type	Normal
Sales Office	KGW-Portland	Package Deal	
Buyer/Phone/Fax	Jackson,Marla / / () -X	Commission %	15%
Agency Estimate #	2002R SPEC ELEC	Commission	\$ 5,400.00
Account Types	Local/New Business Spot Agency	Net Total	\$ 30,600.00
Billing Type	Standard		
Comments	PDX CITY COUNCIL		

Portland (KGW)		Spots	Rate
By Broadcast Month	Sep. 2002	69	\$36,000.00
Grand Total:		69	\$36,000.00

Line	Line Type / Break Type	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/28/02-08/30/02	2	00:30	6A- 6:57A (PT)					1	1	1		3	\$450.00	\$1,350.00	Portland/KGW		8/21/02
2.0	Normal Line / SPOT	08/28/02-08/30/02	2	00:30	6:58A- 9A (PT)					1	1	1		3	\$450.00	\$1,350.00	Portland/KGW		8/21/02
3.0	Normal Line / SPOT	08/28/02-08/30/02	2	00:30	9A- 10A (PT)					1	1	1		3	\$225.00	\$675.00	Portland/KGW		8/21/02
4.0	Normal Line / SPOT	08/28/02-08/30/02	2	00:30	12P- 1P (PT)					1	1	1		3	\$135.00	\$405.00	Portland/KGW		8/21/02
5.0	Normal Line / SPOT	08/28/02-08/30/02	2	00:30	4:56P- 5:30P (PT)					1	1	1		3	\$990.00	\$2,970.00	Portland/KGW		8/21/02
6.0	Normal Line / SPOT	08/28/02-08/30/02	2	00:30	6P- 7P (PT)					1	1	1		3	\$945.00	\$2,835.00	Portland/KGW		8/21/02
7.0	Normal Line / SPOT	08/28/02-08/30/02	2	00:30	11P- 11:34P (PT)					1	1	1		3	\$1,080.00	\$3,240.00	Portland/KGW		8/21/02
8.0	Normal Line / SPOT	08/28/02-08/30/02	2	00:30	5A- 6A (PT)					1	1	1		3	\$90.00	\$270.00	Portland/KGW		8/21/02
9.0	Normal Line / SPOT	08/31/02-08/31/02	2	00:30	6A- 6:30A (PT)								1	1	\$45.00	\$45.00	Portland/KGW		8/21/02
10.0	Normal Line / SPOT	08/31/02-08/31/02	2	00:30	7A- 10A (PT)								1	1	\$225.00	\$225.00	Portland/KGW		8/21/02
11.0	Normal Line / SPOT	08/31/02-08/31/02	2	00:30	5P- 7P (PT)								1	1	\$315.00	\$315.00	Portland/KGW		8/21/02
12.0	Normal Line / SPOT	09/01/02-09/01/02	2	00:30	7A- 10A (PT)								1	1	\$225.00	\$225.00	Portland/KGW		8/21/02
13.0	Normal Line / SPOT	09/01/02-09/01/02	2	00:30	4:58P- 6:57P (PT)								1	1	\$315.00	\$315.00	Portland/KGW		8/21/02
14.0	Normal Line / SPOT	09/01/02-09/01/02	2	00:30	11P- 11:34P (PT)								1	1	\$1,080.00	\$1,080.00	Portland/KGW		8/21/02

CONFIRMATION CONTRACT			
Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:
Comments:			

BE Bookend P/B Piggy Back  
Printed At: 10:42 AM on Thursday, August 22 2002

Page 1 of 3

Contract # 29626		Date Entered	09/25/02
Schedule Dates	10/14/02-11/05/02	Last Modified	11/04/02
Advertiser	Randy Leonard for Commissioner of Public Works	Entered By	Ann Sobli
Agency	Charlton Engel Marketing (1877)	CO-OP	No
Product	Political - City Council (1194)	Headline #	
Brand	Political - Other (1694)	Demo	
Salesperson	Sobli, Ann (1559)	Order Type	Normal
Sales Office	KGW-Portland	Package Deal	
Buyer/Phone/Fax	Jackson,Marla / / () -X	Commission %	15%
Agency Estimate #	GEN. ELECTION 2002	Commission	\$ 11,421.00
Account Types	Local/Political Spot Agency	Net Total	\$ 64,719.00
Billing Type	Standard		
Comments	Orig. total: \$98,950		

Portland (KGW)		Spots	Rate
By Broadcast Month	Oct. 2002	61	\$46,205.00
	Nov. 2002	53	\$29,935.00
Grand Total:		114	\$76,140.00

Line	Line Type / Break Type	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
82.0	Normal Line / SPOT	11/01/02-11/01/02	2	00:30	9P- 10P (PT)								1	1	\$3,960.00	\$3,960.00	Portland/KGW		10/22/02
87.0	M/G For 85.0.1 / SPOT	10/31/02-11/01/02	2	00:30	6A- 7A (PT)	1				X	X			1	\$630.00	\$630.00	Portland/KGW	m/g for 5-530pm \$700 10/28	10/30/02
88.0	Normal Line / SPOT	11/04/02-11/04/02	2	00:30	5A- 5:57A (PT)					1				1	\$155.00	\$155.00	Portland/KGW		10/30/02
89.0	Normal Line / SPOT	11/04/02-11/04/02	2	00:30	6A- 6:57A (PT)					1				1	\$250.00	\$250.00	Portland/KGW		10/30/02
90.0	Normal Line / SPOT	11/04/02-11/04/02	2	00:30	7A- 8:59A (PT)					1				1	\$250.00	\$250.00	Portland/KGW		10/30/02
91.0	Normal Line / SPOT	11/08/02-11/08/02	2	00:30	5A- 6A (PT)					2				2	\$155.00	\$310.00	Portland/KGW		11/4/02
92.0	Normal Line / SPOT	11/08/02-11/08/02	2	00:30	6A- 7A (PT)					1				1	\$250.00	\$250.00	Portland/KGW		11/4/02
93.0	Normal Line / SPOT	11/05/02-11/05/02	2	00:30	7A- 9A (PT)					1				1	\$250.00	\$250.00	Portland/KGW		11/4/02
94.0	Normal Line / SPOT	11/05/02-11/05/02	2	00:30	9A- 10A (PT)					1				1	\$150.00	\$150.00	Portland/KGW		11/4/02

CONFIRMATION CONTRACT			
Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:
Comments:			

BE Bookend P/B Piggy Back  
Printed At: 11:50 AM on Monday, November 4 2002

Page 6 of 6


# Example 4

On Sunday, September 1, John Thune (Republican candidate for the U.S. Senate from South Dakota) paid \$50.00 for a 30-second spot during the 10 p.m. news. Two months later on Sunday, November 3, Thune paid \$800.00 to place a spot in the same program – **a 1500% increase.**

 <b>KELO-TV</b> 501 S. PHILLIPS AVENUE SIOUX FALLS, SD 57104 (605) 336-1100		CUSTOMER	
AGENCY MEDIA PLCMNT TECHNOLOGIES BILLING P.O. BOX 288 ADDRESS ALEXANDRIA, VA 22313		DATE 09/01/02 ORDER TYPE 2 INVOICE NO. 2012-098335 SCHEDULE DATES 08/28/02-09/01/02 BILLING INSTRUCTIONS	
MAKE KCLQ-TV PAYMENT P O BOX 601028 TO CHARLOTTE NC 28260-1028		SALESMAN RACHEL CHASON 1709 ADVERTISER THUNE FOR SOUTH DAKO 2366 PRODUCT POLITICAL	
REPRESENTATIVE NEW YORK 1706		SALESMAN RACHEL CHASON 1709	
ADVERTISER THUNE FOR SOUTH DAKO 2366		PRODUCT POLITICAL	

SCHEDULE										ACTUAL BROADCAST										RECONCILIATION		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17						
DAYS	TIME	RATE	SEC	TH	DATES	DAY	TIME	TYPE	CLASS	P/B	M/S	FOR	PRODUCT/FILM NO.	REMARKS	DR	CR						
SU	801P- 957P	1	7500	2	9/01	SU	848P	30		748P	mt	C	JT02-54									
	250 * PRIME				9/01	SU	944P	30		844P	mt	C	JT02-54									
SU	958P-1030P	1	5000	1	9/01	SU	1030P	30		930P	mt	C	JT02-54									
	171 * 10PM (M-SU)																					
MONTHLY COST PER ORDER CONFIRMATION					450000	ACTUAL GROSS BILLING					436000	SUB-TOTALS					14000					
WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG.						AGENCY COMMISSION					65400	TOTAL RECONCILING ITEMS					14000CR					
						NET DUE UPON RECEIPT					370600											

1115  
Encoda Systems: NIAH

 <b>KELO-TV</b> 501 S. PHILLIPS AVENUE SIOUX FALLS, SD 57104 (605) 336-1100		CUSTOMER	
AGENCY MEDIA PLCMNT TECHNOLOGIES BILLING P.O. BOX 288 ADDRESS ALEXANDRIA, VA 22313		DATE 11/03/02 ORDER TYPE 2 INVOICE NO. 2012-040814 SCHEDULE DATES 10/28/02-11/03/02 BILLING INSTRUCTIONS	
MAKE KELO-TV PAYMENT P O BOX 601028 TO CHARLOTTE NC 28260-1028		SALESMAN MELISSA MAINS 750 ADVERTISER THUNE FOR SOUTH DAKO 2366 PRODUCT KELO 10/28-11/3	
REPRESENTATIVE NEW YORK 1706		SALESMAN MELISSA MAINS 750	
ADVERTISER THUNE FOR SOUTH DAKO 2366		PRODUCT KELO 10/28-11/3	

SCHEDULE										ACTUAL BROADCAST										RECONCILIATION		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17						
DAYS	TIME	RATE	SEC	TH	DATES	DAY	TIME	TYPE	CLASS	P/B	M/S	FOR	PRODUCT/FILM NO.	REMARKS	DR	CR						
SU	531P- 557P	1	30000	1	11/03	SU	554P	30				EDP	JT02-72									
	172 * 5:30PM SUN																					
SU	558P- 857P	1	80000	1	11/03	SU	652P	30				EDP	JT02-72									
	250 * PRIME																					
SU	658P- 800P	1	75000	1	11/03	SU	---	---	---			EDP	---	--N/C DID NOT AIR		75000						
	250 * PRIME																					
SU	801P- 957P	1	70000	1	11/03	SU	---	---	---			EDP	---	--N/C DID NOT AIR		70000						
	250 * PRIME																					
SU	958P-1030P	1	80000	1	11/03	SU	1016P	30				EDP	JT02-72									
	171 * 10PM (M-SU)																					
M-F	1001A-1057A	1	20000		10/28	M	1029A	30				EDP	JT02-68									
					10/29	T	1029A	30				EDP	JT02-68									
					10/29	T	1059A	30				EDP	JT02-68									
					10/30	W	1030A	30				EDP	JT02-68									
					11/01	F	1030A	30				EDP	JT02-68									
M-F	558A- 700A	1	22500		10/28	M	652A	30				EDP	JT02-68									
					10/29	T	615A	30				EDP	JT02-68									
					10/30	W	652A	30				EDP	JT02-68									
					10/31	TH	639A	30				EDP	JT02-72									
					11/01	F	645A	30				EDP	JT02-72									
M-F	701A- 900A	1	17500		10/28	M	816A	30				EDP	JT02-68									
					10/29	T	759A	30				EDP	JT02-68									
					10/30	W	854A	30				EDP	JT02-68									
					10/31	TH	768A	30				EDP	JT02-68									
					11/01	F	729A	30				EDP	JT02-68									
	383 * CBS THIS MORNI																					
MONTHLY COST PER ORDER CONFIRMATION						ACTUAL GROSS BILLING						SUB-TOTALS										
WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG.						AGENCY COMMISSION						TOTAL RECONCILING ITEMS										
						NET DUE UPON RECEIPT																

635  
Encoda Systems: NIAH

# Station-by-Station Profiteering Data

## WNBC

Market (Rank): New York (1)  
 Network Affiliation: NBC  
 Owner: NBC  
 Political Ad Sales, 2002: 4,376 ads at a cost of \$22,015,522  
 No. of Ads Analyzed: 1,258



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$3661.89	\$3810.49	\$5368.34	46.6%

### EXAMPLES

Time/Program as identified on station contracts	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5-6am Today in New York	\$851.85 n=27	\$733.33 n=12	\$1109.30 n=43	30.2%
Weekdays, 6-7am Today in New York	\$2258.33 n=24	\$1850.00 n=12	\$2303.77 n=53	2.0%
Weekdays, 7-9am Today Show	\$2618.18 n=33	\$2727.27 n=11	\$3258.82 n=68	24.5%
Weekdays, 9-10am Today Show II	\$916.67 n=24	\$1125.00 n=8	\$1153.33 n=45	25.8%
Weekdays, 10-11am People's Court	\$544.12 n=17	\$414.29 n=7	\$516.67 n=27	-5.0%
Weekdays, 1-3pm Soaps	\$1450.00 n=16	\$1400.00 n=5	\$1492.86 n=28	3.0%
Weekdays, 3-4pm Judge Joe Brown	\$880.00 n=15	\$800.00 n=5	\$838.71 n=31	-4.7%
Weekdays, 4-5pm Judge Judy	\$1845.45 n=22	\$1566.67 n=9	\$1444.74 n=38	-21.7%
Weekdays, 5-6pm News	\$2791.30 n=23	\$2733.33 n=12	\$2712.28 n=57	-2.8%
Weekdays, 6pm News	\$3569.23 n=26	\$3500.00 n=12	\$4294.12 n=51	20.3%
Weekdays, 7-7:30pm Extra	\$4000.00 n=12	\$5200.00 n=5	\$5529.41 n=17	38.2%
Weekdays, 7:28-8pm Access Hollywood	\$4800.00 n=10	\$5700.00 n=3	\$6235.29 n=17	29.9%
Weekdays, 11-11:35pm News	\$7547.62 n=21	\$6642.86 n=7	\$7540.54 n=37	-0.1%
Weekdays, 11:35pm-12:35am Tonight Show	\$2842.11 n=19	\$2600.00 n=8	\$3000.00 n=24	5.6%



## WABC

Market (Rank): New York (1)  
 Network Affiliation: ABC  
 Owner: ABC  
 Political Ad Sales, 2002: 3,881 ads at a cost of \$19,679,660  
 No. of Ads Analyzed: 1,081



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$3004.78	\$4597.16	\$5045.95	67.9%

### EXAMPLES

Time/Program as identified on station contracts	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 6:10am-7:00am	\$1600.00 n=21	\$2166.67 n=6	\$2195.65 n=46	37.2%
Weekdays, 6:58am-9:00am	\$2200.00 n=22	\$2700.00 n=8	\$2236.54 n=52	1.7%
Weekdays, 8:58am-11:00am	\$800.00 n=25	\$1485.00 n=10	\$1402.13 n=47	75.3%
Sundays, 10:01am-11:00am	\$200.00 n=6	\$650.00 n=1	\$200.00 n=3	0.0%
Sundays, 11:01am-11:30am	\$200.00 n=2	\$200.00 n=1	\$200.00 n=1	0.0%
Sundays, 11:31am-12:00n	\$200.00 n=1	\$200.00 n=1	\$200.00 n=1	0.0%
Sundays, 12:01pm-1:00pm	\$200.00 n=4	\$200.00 n=1	\$200.00 n=1	0.0%
Weekdays, 12:15pm-12:30pm	\$800.00 n=24	\$2125.00 n=8	\$1857.58 n=33	132.2%
Weekdays, 12:15pm-3:57pm	\$800.00 n=26	\$1375.00 n=4	\$1923.44 n=32	140.4%
Weekdays, 3:58pm-5:00pm	\$2200.00 n=23	\$2900.00 n=6	\$3089.39 n=33	40.4%
Weekdays, 5:15pm-5:55pm	\$2800.00 n=24	\$3312.50 n=8	\$3076.92 n=39	9.9%
Weekdays & Weekends, 5:57pm-6:30pm	\$3200.00 n=31	\$4100.00 n=1	\$3383.33 n=21	5.7%
Weekdays, 6:58pm-7:30pm	\$6500.00 n=1	\$5000.00 n=1	\$6750.00 n=4	3.8%
Weekdays, 6:58pm-7:56pm	\$6500.00 n=22	\$9000.00 n=3	\$8155.56 n=45	25.5%
Weekdays & Weekends, 11:01pm-11:35pm	\$5500.00 n=34	\$5610.00 n=10	\$6233.33 n=42	13.3%
Weekdays, 11:36pm-12:07am	\$1500.00 n=23	\$2793.33 n=6	\$2871.05 n=19	91.4%
Weekends, 11:36pm-1:35am	\$700.00 n=5	\$800.00 n=1	\$814.29 n=7	16.3%

# KABC

Market (Rank): Los Angeles (2)  
 Network Affiliation: ABC  
 Owner: ABC  
 Political Ad Sales, 2002: 4,682 ads at a cost of \$17,485,790  
 No. of Ads Analyzed: 490



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$2498.63	\$3032.27	\$3627.64	45.2%

## EXAMPLES

Time/Program as identified on station contracts	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5:30am-6am	\$700.00 <i>n=1</i>	\$450.00 <i>n=2</i>	\$638.18 <i>n=11</i>	-8.8%
Weekdays, 6-7am	\$1600.00 <i>n=5</i>	\$900.00 <i>n=3</i>	\$1000.00 <i>n=32</i>	-37.5%
Weekdays, 7-9am	\$2000.00 <i>n=6</i>	\$1800.00 <i>n=4</i>	\$1380.00 <i>n=21</i>	-31.0%
Weekdays, 3-4pm	\$3500.00 <i>n=5</i>	\$2500.00 <i>n=4</i>	\$2842.11 <i>n=19</i>	-18.8%
Weekdays, 4-5pm	\$3600.00 <i>n=5</i>	\$1980.00 <i>n=5</i>	\$2675.00 <i>n=22</i>	-25.7%
Weekdays, 7-7:30pm	\$4000.00 <i>n=4</i>	\$4766.67 <i>n=3</i>	\$4033.33 <i>n=6</i>	0.8%
Weekdays, 7:30-8pm	\$3500.00 <i>n=4</i>	\$4100.00 <i>n=2</i>	\$3300.00 <i>n=8</i>	-5.7%
Weekdays & Weekends, 11-11:35pm	\$4000.00 <i>n=8</i>	\$3300.00 <i>n=6</i>	\$3800.00 <i>n=33</i>	-5.0%
Weekdays, 11:35pm-12:05am	\$1500.00 <i>n=6</i>	\$2000.00 <i>n=3</i>	\$2000.00 <i>n=12</i>	33.3%

# KNBC

Market (Rank): Los Angeles (2)  
 Network Affiliation: NBC  
 Owner: NBC  
 Political Ad Sales, 2002: 3,746 ads at a cost of \$17,303,147  
 No. of Ads Analyzed: 464



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$1951.85	\$3214.62	\$4259.13	118.2%

## EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5:30-6am LA Today	\$600.00 <i>n=4</i>	\$760.00 <i>n=5</i>	\$1002.00 <i>n=5</i>	67.0%
Weekdays, 5-6am LA Today	\$500.00 <i>n=4</i>	\$760.00 <i>n=6</i>	\$715.00 <i>n=5</i>	43.0%
Weekdays, 6-7am LA Today	\$1285.71 <i>n=7</i>	\$1140.00 <i>n=7</i>	\$1092.17 <i>n=23</i>	-15.1%
Weekdays, 7-9am Today Show	\$2500.00 <i>n=11</i>	\$1748.00 <i>n=10</i>	\$1425.00 <i>n=28</i>	-43.0%
Weekdays, 9-10am Today Show	\$825.00 <i>n=6</i>	\$575.00 <i>n=5</i>	\$813.75 <i>n=4</i>	-1.4%
Weekdays, 11am-12pm News	\$800.00 <i>n=11</i>	\$450.00 <i>n=5</i>	\$665.00 <i>n=17</i>	-16.9%
Weekdays, 4-5pm Dr. Phil	\$1000.00 <i>n=2</i>	\$1150.00 <i>n=7</i>	\$1150.00 <i>n=12</i>	15.0%
Weekdays, 5-6pm News	\$1744.44 <i>n=9</i>	\$1425.00 <i>n=6</i>	\$1707.29 <i>n=24</i>	-2.1%
Weekdays, 6-630pm News	\$2275.00 <i>n=8</i>	\$2660.00 <i>n=6</i>	\$2808.33 <i>n=6</i>	23.4%
Weekdays & Weekends, 11-11:35pm News	\$5500.00 <i>n=6</i>	\$4750.00 <i>n=7</i>	\$5343.75 <i>n=16</i>	-2.8%

## WLS

Market (Rank): Chicago (3)  
 Network Affiliation: ABC  
 Owner: ABC  
 Political Ad Sales, 2002: 4,148 ads at a cost of \$15,579,497  
 No. of Ads Analyzed: 850



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$2341.89	\$2057.55	\$2370.40	1.2%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Sundays, 5:58am-7:57am	\$150.00 <i>n=1</i>	\$150.00 <i>n=5</i>	\$150.00 <i>n=14</i>	0.0%
Weekdays, 6:00am-8:57am	\$800.00 <i>n=1</i>	\$1000.00 <i>n=13</i>	\$1000.00 <i>n=62</i>	25.0%
Sundays, 7:58am-9:26am	\$300.00 <i>n=1</i>	\$300.00 <i>n=3</i>	\$350.00 <i>n=12</i>	16.7%
Weekdays, 8:58am-10:00am	\$1200.00 <i>n=3</i>	\$1200.00 <i>n=11</i>	\$1200.00 <i>n=36</i>	0.0%
Weekdays, 3:58pm-5:30pm	\$2000.00 <i>n=4</i>	\$1750.00 <i>n=14</i>	\$1900.00 <i>n=58</i>	-5.0%
Weekdays, 5:58pm-6:25pm	\$3000.00 <i>n=4</i>	\$3200.00 <i>n=4</i>	\$3500.00 <i>n=42</i>	16.7%
Weekdays, 6:26pm-6:56pm	\$4200.00 <i>n=4</i>	\$3500.00 <i>n=4</i>	\$3500.00 <i>n=48</i>	-16.7%
Weekdays & Weekends, 10:02pm-10:35pm	\$6000.00 <i>n=4</i>	\$6300.00 <i>n=13</i>	\$6500.00 <i>n=43</i>	8.3%
Weekdays, 10:35pm-11:07pm	\$1800.00 <i>n=3</i>	\$1750.00 <i>n=6</i>	\$2000.00 <i>n=36</i>	11.1%

## WMAQ

Market (Rank): Chicago (3)  
 Network Affiliation: NBC  
 Owner: NBC  
 Political Ad Sales, 2002: 4,313 ads at a cost of \$10,825,445  
 No. of Ads Analyzed: 985



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
Average cost of a 30-second candidate ad	n/a	\$1476.58	\$2257.89	52.9%

### EXAMPLES

Time/Program as identified on station contracts	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
Weekdays, 5am-6am	n/a n=0	\$360.00 n=8	\$450.00 n=36	25.0%
Weekdays, 6am-7am	n/a n=0	\$675.00 n=14	\$765.00 n=73	13.3%
Weekends, 6am-7am	n/a n=0	\$450.00 n=1	\$495.00 n=16	10.0%
Weekdays & Weekends, 7am-10am	n/a n=0	\$675.00 n=24	\$700.84 n=155	3.8%
Weekdays, 11am-11:30am	n/a n=0	\$360.00 n=12	\$405.00 n=54	12.5%
Weekdays, 12n-1pm	n/a n=0	\$405.00 n=5	\$540.00 n=4	33.3%
Weekdays, 3pm-4pm	n/a n=0	\$900.00 n=4	\$982.86 n=35	9.2%
Weekdays, 4pm-4:30pm	n/a n=0	\$810.00 n=2	\$1170.00 n=32	44.4%
Weekdays, 4:30pm-5:30pm	n/a n=0	\$1260.00 n=11	\$1440.00 n=73	14.3%
Weekdays & Weekends, 5pm-5:30pm	n/a n=0	\$1210.91 n=11	\$1440.00 n=5	18.9%
Weekdays, 6pm-6:30pm	n/a n=0	\$1980.00 n=12	\$2250.00 n=59	13.6%
Weekdays, 6:30pm-7pm	n/a n=0	\$2700.00 n=7	\$2700.00 n=42	0.0%
Weekdays & Weekends, 10pm-10:35pm	n/a n=0	\$6942.86 n=7	\$7320.00 n=60	5.4%
Sundays, 10:35pm-11:05pm	n/a n=0	\$1800.00 n=1	\$1620.00 n=3	-10.0%
Weekdays, 10:35pm-11:35pm	n/a n=0	\$1980.00 n=12	\$1980.00 n=44	0.0%

## WCAU

Market (Rank): Philadelphia (4)  
 Network Affiliation: NBC  
 Owner: NBC  
 Political Ad Sales, 2002: 4,340 ads at a cost of \$7,611,347  
 No. of Ads Analyzed: 691



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$1704.02	\$2062.02	\$1801.39	5.7%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5-6am News Today	\$466.67 <i>n=6</i>	\$360.00 <i>n=7</i>	\$207.17 <i>n=23</i>	-55.6%
Weekdays, 6am News Today	\$1100.00 <i>n=6</i>	\$1080.00 <i>n=9</i>	\$900.00 <i>n=28</i>	-18.2%
Weekdays, 7-9am Today Show	\$1400.00 <i>n=7</i>	\$1260.00 <i>n=9</i>	\$1202.63 <i>n=40</i>	-14.1%
Weekdays, 9-10am Today Show	\$500.00 <i>n=1</i>	\$495.00 <i>n=8</i>	\$411.92 <i>n=13</i>	-17.6%
Weekdays, 10-11am News	\$250.00 <i>n=6</i>	\$180.00 <i>n=8</i>	\$120.00 <i>n=16</i>	-52.0%
Weekdays, 3-4pm Daytime Television	\$500.00 <i>n=2</i>	\$495.00 <i>n=4</i>	\$450.00 <i>n=15</i>	-10.0%
Weekdays, 4pm News	\$1200.00 <i>n=8</i>	\$1080.00 <i>n=9</i>	\$1080.00 <i>n=28</i>	-10.0%
Weekdays, 5pm News	\$1757.14 <i>n=7</i>	\$1980.00 <i>n=7</i>	\$1915.71 <i>n=28</i>	9.0%
Weekdays, 6pm News	\$2371.43 <i>n=7</i>	\$2340.00 <i>n=9</i>	\$2921.05 <i>n=19</i>	23.2%
Weekends, 6pm News	\$1500.00 <i>n=1</i>	\$1800.00 <i>n=1</i>	\$2550.00 <i>n=9</i>	70.0%
Weekdays, 7-7:30pm Prime Access	\$2500.00 <i>n=2</i>	\$2700.00 <i>n=6</i>	\$2700.00 <i>n=18</i>	8.0%
Weekdays, 7:30-8pm Prime Access	\$3200.00 <i>n=1</i>	\$3510.00 <i>n=6</i>	\$3510.00 <i>n=17</i>	9.7%
Weekdays & Weekends, 11pm News	\$3800.00 <i>n=6</i>	\$4188.46 <i>n=13</i>	\$4545.45 <i>n=22</i>	19.6%
Sundays, 11:35pm-12:05am Sports Final	\$700.00 <i>n=1</i>	\$900.00 <i>n=1</i>	\$990.00 <i>n=5</i>	41.4%
Weekdays, 11:35pm-12:37am Tonight Show	\$1600.00 <i>n=6</i>	\$1620.00 <i>n=7</i>	\$1465.93 <i>n=27</i>	-8.4%



## WPVI

Market (Rank): Philadelphia (4)  
 Network Affiliation: ABC  
 Owner: ABC  
 Political Ad Sales, 2002: 3,901 ads at a cost of \$9,686,291  
 No. of Ads Analyzed: 770



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$2510.00	\$1996.26	\$2289.34	-8.8%

### EXAMPLES

Time/Program as identified on station contracts	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 6-7am	\$2400.00 n=8	\$1200.00 n=4	\$1600.00 n=53	-33.3%
Weekdays, 7-9am	\$2400.00 n=11	\$1000.00 n=5	\$1400.00 n=56	-41.7%
Weekdays, 9-10am	\$1183.33 n=6	\$650.00 n=10	\$750.00 n=45	-36.6%
Weekdays, 10-11am	\$1200.00 n=9	\$500.00 n=8	\$700.00 n=26	-41.7%
Sundays, 11am-12n	\$1000.00 n=1	\$1200.00 n=2	\$1200.00 n=6	20.0%
Weekdays, 12n-12:30pm	\$1400.00 n=9	\$900.00 n=10	\$1250.00 n=42	-10.7%
Weekdays, 4-5pm	\$2500.00 n=8	\$1700.00 n=8	\$2000.00 n=43	-20.0%
Weekdays, 5-6pm	\$3916.67 n=6	\$2400.00 n=4	\$3200.00 n=43	-18.3%
Weekdays, 6-6:30pm	\$4525.00 n=8	\$3700.00 n=5	\$4000.00 n=31	-11.6%
Weekdays, 7-8pm	\$5000.00 n=11	\$3000.00 n=5	\$3900.00 n=56	-22.0%
Weekdays & Weekends, 11-11:35pm	\$5500.00 n=6	\$4000.00 n=3	\$4500.00 n=33	-18.2%
Weekdays, 11:35pm-12:08am	\$1800.00 n=6	\$1500.00 n=4	\$1600.00 n=22	-11.1%

## WBZ

Market (Rank): Boston (6)  
 Network Affiliation: CBS  
 Owner: Viacom/CBS  
 Political Ad Sales, 2002: 6,165 ads at a cost of \$7,974,266  
 No. of Ads Analyzed: 519



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$1560.46	\$1492.53	\$2879.10	84.5%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5:58am-7am	\$1260.00 <i>n=11</i>	\$1260.00 <i>n=9</i>	\$1440.00 <i>n=11</i>	14.3%
Saturdays, 7am-8am	\$540.00 <i>n=1</i>	\$630.00 <i>n=1</i>	\$720.00 <i>n=3</i>	33.3%
Weekdays, 7am-9am	\$405.00 <i>n=12</i>	\$475.00 <i>n=8</i>	\$475.00 <i>n=19</i>	17.3%
Saturdays, 8am-10am	\$585.00 <i>n=1</i>	\$600.00 <i>n=1</i>	\$675.00 <i>n=2</i>	15.4%
Sundays, 8am-9am	\$540.00 <i>n=1</i>	\$630.00 <i>n=1</i>	\$720.00 <i>n=2</i>	33.3%
Sundays, 9am-10:30am	\$900.00 <i>n=2</i>	\$990.00 <i>n=2</i>	\$990.00 <i>n=3</i>	10.0%
Weekdays, 12n-12:30pm	\$404.55 <i>n=11</i>	\$450.00 <i>n=11</i>	\$630.00 <i>n=19</i>	55.7%
Weekdays, 12:30pm-3pm	\$360.00 <i>n=4</i>	\$400.00 <i>n=1</i>	\$450.00 <i>n=16</i>	25.0%
Weekdays, 5pm-5:30pm	\$900.00 <i>n=9</i>	\$1080.00 <i>n=9</i>	\$1260.00 <i>n=19</i>	40.0%
Weekdays, 5:30pm-6pm	\$1260.00 <i>n=9</i>	\$1260.00 <i>n=3</i>	\$1350.00 <i>n=19</i>	7.1%
Weekdays, 6pm-6:30pm	\$1700.00 <i>n=13</i>	\$1800.00 <i>n=10</i>	\$1980.00 <i>n=20</i>	16.5%
Weekdays, 7:28pm-8pm	\$3150.00 <i>n=10</i>	\$4500.00 <i>n=3</i>	\$2520.00 <i>n=8</i>	-20.0%
Weekdays & Weekends, 11pm-11:35pm	\$2700.00 <i>n=11</i>	\$4050.00 <i>n=12</i>	\$4050.00 <i>n=22</i>	50.0%
Weekdays, 11:35pm-12:37am	\$1350.00 <i>n=9</i>	\$1080.00 <i>n=1</i>	\$1080.00 <i>n=13</i>	-20.0%

## WHDH

Market (Rank): Boston (6)  
 Network Affiliation: NBC  
 Owner: Sunbeam Television Corp.  
 Political Ad Sales, 2002: 7,873 ads at a cost of \$10,274,328  
 No. of Ads Analyzed: 353



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$1038.29	\$1574.55	\$3095.21	198.1%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5:01am-5:56am	\$150.00 <i>n=2</i>	\$300.00 <i>n=5</i>	\$350.00 <i>n=7</i>	133.3%
Weekdays, 5:58am-6:56am	\$700.00 <i>n=11</i>	\$1700.00 <i>n=5</i>	\$1300.00 <i>n=9</i>	85.7%
Weekdays, 6:58am-9:00am	\$925.00 <i>n=19</i>	\$2000.00 <i>n=4</i>	\$2100.00 <i>n=8</i>	127.0%
Weekdays, 9:01am-10:00am	\$550.00 <i>n=5</i>	\$1300.00 <i>n=4</i>	\$1250.00 <i>n=7</i>	127.3%
Weekdays, 12:00n-12:56pm	\$250.00 <i>n=5</i>	\$350.00 <i>n=5</i>	\$350.00 <i>n=11</i>	40.0%
Weekdays, 4:30pm-4:56pm	\$400.00 <i>n=5</i>	\$590.00 <i>n=5</i>	\$750.00 <i>n=11</i>	87.5%
Weekdays, 4:58pm-5:26pm	\$850.00 <i>n=3</i>	\$1780.00 <i>n=5</i>	\$1700.00 <i>n=11</i>	100.0%
Weekdays, 5:58pm-6:30pm	\$1100.00 <i>n=7</i>	\$2200.00 <i>n=4</i>	\$2500.00 <i>n=5</i>	127.3%
Weekdays, 7:31pm-7:56pm	\$1300.00 <i>n=2</i>	\$2825.00 <i>n=4</i>	\$2600.00 <i>n=10</i>	100.0%
Weekdays & Weekends, 11:00pm-11:35pm	\$2620.00 <i>n=5</i>	\$4660.00 <i>n=5</i>	\$4827.27 <i>n=11</i>	84.2%

## WSB

Market (Rank): Atlanta (9)  
 Network Affiliation: ABC  
 Owner: Cox Communications  
 Political Ad Sales, 2002: 6,537 ads at a cost of \$9,209,143  
 No. of Ads Analyzed: 1,037



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$1330.16	\$1368.23	\$1624.75	22.1%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5:00am-5:26am	\$650.00 <i>n=3</i>	\$500.00 <i>n=2</i>	\$500.00 <i>n=19</i>	-23.1%
Weekdays, 5:27am-5:56am	\$900.00 <i>n=3</i>	\$700.00 <i>n=6</i>	\$700.00 <i>n=35</i>	-22.2%
Weekdays, 5:57am-7:00am	\$900.00 <i>n=3</i>	\$1000.00 <i>n=11</i>	\$1000.00 <i>n=46</i>	11.1%
Saturdays, 5:58am-6:58am	\$300.00 <i>n=1</i>	\$400.00 <i>n=2</i>	\$409.09 <i>n=11</i>	36.4%
Sundays, 7:00am-7:28am	\$250.00 <i>n=1</i>	\$250.00 <i>n=3</i>	\$350.00 <i>n=5</i>	40.0%
Weekdays, 7:01am-9:00am	\$800.00 <i>n=3</i>	\$650.00 <i>n=10</i>	\$700.00 <i>n=53</i>	-12.5%
Sundays, 7:30am-8:00am	\$400.00 <i>n=1</i>	\$500.00 <i>n=3</i>	\$500.00 <i>n=8</i>	25.0%
Saturdays, 7:58am-10:00am	\$600.00 <i>n=1</i>	\$800.00 <i>n=1</i>	\$794.44 <i>n=18</i>	32.4%
Sundays, 7:58am-8:58am	\$500.00 <i>n=1</i>	\$500.00 <i>n=2</i>	\$700.00 <i>n=10</i>	40.0%
Weekdays, 9:01am-9:56am	\$600.00 <i>n=3</i>	\$500.00 <i>n=6</i>	\$500.00 <i>n=40</i>	-16.7%
Sundays, 10:00am-11:00am	\$400.00 <i>n=1</i>	\$500.00 <i>n=3</i>	\$612.50 <i>n=16</i>	53.1%
Weekdays, 10:58am-11:56am	\$700.00 <i>n=3</i>	\$650.00 <i>n=2</i>	\$650.00 <i>n=18</i>	-7.1%
Weekdays & Weekends, 11:57am-12:30pm	\$450.00 <i>n=4</i>	\$517.86 <i>n=14</i>	\$634.17 <i>n=60</i>	40.9%
Weekdays, 12:27pm-3:56pm	\$600.00 <i>n=3</i>	\$600.00 <i>n=7</i>	\$794.00 <i>n=25</i>	32.3%
Sundays, 12:30pm-12:58pm	\$300.00 <i>n=1</i>	\$275.00 <i>n=2</i>	\$300.00 <i>n=5</i>	0.0%
Weekdays, 3:58pm-4:57pm	\$1100.00 <i>n=3</i>	\$1100.00 <i>n=8</i>	\$1302.63 <i>n=38</i>	18.4%
Weekdays, 5:01pm-5:55pm	\$1400.00 <i>n=3</i>	\$1500.00 <i>n=9</i>	\$1800.00 <i>n=39</i>	28.6%
Weekdays, 5:58pm-6:55pm	\$1800.00 <i>n=3</i>	\$2000.00 <i>n=12</i>	\$2400.00 <i>n=62</i>	33.3%
Sundays, 5:58pm-6:55pm	\$1200.00 <i>n=1</i>	\$1400.00 <i>n=4</i>	\$1390.00 <i>n=10</i>	15.8%
Saturdays, 6:58pm-7:55pm	\$1800.00 <i>n=1</i>	\$1800.00 <i>n=3</i>	\$2000.00 <i>n=8</i>	11.1%
Weekdays, 7:28pm-7:56pm	\$3000.00 <i>n=3</i>	\$3000.00 <i>n=5</i>	\$3600.00 <i>n=14</i>	20.0%

Weekdays & Weekends, 11:03pm-11:35pm	\$3600.00 <i>n=3</i>	\$3000.00 <i>n=8</i>	\$3405.71 <i>n=35</i>	-5.4%
Weekdays, 11:37pm-12:04am	\$1400.00 <i>n=2</i>	\$1500.00 <i>n=5</i>	\$1600.00 <i>n=12</i>	14.3%
Saturdays, 11:37pm-12:04am	\$800.00 <i>n=1</i>	\$1000.00 <i>n=1</i>	\$1000.00 <i>n=6</i>	25.0%
Weekdays, 12:36am-1:03am	\$200.00 <i>n=3</i>	\$200.00 <i>n=4</i>	\$303.85 <i>n=13</i>	51.9%
Weekdays, 1:05am-1:32am	\$50.00 <i>n=3</i>	\$150.00 <i>n=7</i>	\$200.00 <i>n=9</i>	300.0%

# WXIA

Market (Rank): Atlanta (9)  
 Network Affiliation: NBC  
 Owner: Gannett  
 Political Ad Sales, 2002: 6,691 ads at a cost of \$7,852,509  
 No. of Ads Analyzed: 1,352



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$954.89	\$1487.87	\$1369.77	43.4%

## EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Saturdays, 8am-10am	\$370.00 <i>n=1</i>	\$600.00 <i>n=1</i>	\$563.21 <i>n=14</i>	52.2%
Weekdays, 9am-10am	\$320.00 <i>n=3</i>	\$425.00 <i>n=8</i>	\$442.45 <i>n=53</i>	38.3%
Weekdays, 12n-12:30pm	\$220.00 <i>n=3</i>	\$250.00 <i>n=8</i>	\$302.82 <i>n=59</i>	37.6%
Weekdays, 12:30pm-1pm	\$270.00 <i>n=3</i>	\$250.00 <i>n=3</i>	\$300.12 <i>n=41</i>	11.2%
Weekdays, 1pm-2pm	\$420.00 <i>n=3</i>	\$550.00 <i>n=7</i>	\$529.17 <i>n=24</i>	26.0%
Weekdays, 3pm-4pm	\$270.00 <i>n=32</i>	\$675.00 <i>n=12</i>	\$813.00 <i>n=45</i>	201.1%
Weekdays, 4pm-5pm	\$270.00 <i>n=2</i>	\$350.00 <i>n=7</i>	\$405.41 <i>n=37</i>	50.2%
Weekdays, 5pm-6pm	\$370.00 <i>n=2</i>	\$425.00 <i>n=9</i>	\$418.24 <i>n=54</i>	13.0%
Weekdays, 6pm-6:30pm	\$695.00 <i>n=3</i>	\$1000.00 <i>n=9</i>	\$1017.42 <i>n=66</i>	46.4%
Weekends, 6pm-6:30pm	\$420.00 <i>n=2</i>	\$441.67 <i>n=6</i>	\$544.21 <i>n=19</i>	29.6%
Weekdays, 7pm-7:30pm	\$2500.00 <i>n=2</i>	\$1700.00 <i>n=11</i>	\$2607.91 <i>n=43</i>	4.3%
Weekdays, 7:30pm-8pm	\$2500.00 <i>n=2</i>	\$1700.00 <i>n=11</i>	\$2325.61 <i>n=41</i>	-7.0%
Weekdays & Weekends, 11pm-11:35pm	\$2495.00 <i>n=4</i>	\$2420.00 <i>n=15</i>	\$3240.63 <i>n=71</i>	29.9%
Saturdays, 11:30pm-1am	\$1195.00 <i>n=1</i>	\$1400.00 <i>n=1</i>	\$1600.00 <i>n=9</i>	33.9%
Sundays, 11:35pm-12:05am	\$595.00 <i>n=1</i>	\$400.00 <i>n=1</i>	\$431.00 <i>n=6</i>	-27.6%
Weekdays, 11:35pm-12:35am	\$720.00 <i>n=3</i>	\$1200.00 <i>n=6</i>	\$1085.87 <i>n=46</i>	50.8%



## WDIV

Market (Rank): Detroit (10)  
 Network Affiliation: NBC  
 Owner: Post-Newsweek  
 Political Ad Sales, 2002: 5,443 ads at a cost of \$9,337,916  
 No. of Ads Analyzed: 837



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$1787.50	\$1788.59	\$1738.78	-2.7%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5-6am	\$350.00 <i>n=3</i>	\$350.00 <i>n=10</i>	\$369.74 <i>n=38</i>	5.6%
Weekdays, 6-7am	\$800.00 <i>n=3</i>	\$750.00 <i>n=8</i>	\$813.83 <i>n=47</i>	1.7%
Weekdays, 6-6:30pm	\$1500.00 <i>n=3</i>	\$1850.0 <i>n=11</i>	\$2022.86 <i>n=35</i>	34.9%
Weekdays & Weekends, 11-11:35pm	\$4500.00 <i>n=3</i>	\$5000.00 <i>n=22</i>	\$5488.89 <i>n=45</i>	22.0%

## WXYZ

Market (Rank): Detroit (10)  
 Network Affiliation: ABC  
 Owner: E.W. Scripps  
 Political Ad Sales, 2002: 5,522 ads at a cost of \$8,297,202  
 No. of Ads Analyzed: 727



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
Average cost of a 30-second candidate ad	n/a	\$1666.67	\$1727.48	3.6%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
Weekdays, 5:57am-6:57am	n/a <i>n=0</i>	\$900.00 <i>n=2</i>	\$955.74 <i>n=61</i>	6.2%
Weekdays, 6:58am-9:00am	n/a <i>n=0</i>	\$950.00 <i>n=2</i>	\$1020.31 <i>n=64</i>	7.4%
Sundays, 7:58am-8:57am	n/a <i>n=0</i>	\$400.00 <i>n=1</i>	\$487.50 <i>n=8</i>	21.9%
Sundays, 10:28am-11:30am	n/a <i>n=0</i>	\$2200.00 <i>n=1</i>	\$4000.00 <i>n=3</i>	81.8%
Weekdays, 5:58pm-6:30pm	n/a <i>n=0</i>	\$1600.00 <i>n=2</i>	\$1687.80 <i>n=41</i>	5.5%
Sundays, 5:58pm-6:30pm	n/a <i>n=0</i>	\$1500.00 <i>n=1</i>	\$1616.67 <i>n=12</i>	7.8%
Weekdays & Weekends, 11:01pm-11:35pm	n/a <i>n=0</i>	\$3000.00 <i>n=3</i>	\$3829.31 <i>n=58</i>	27.6%

# KHOU

Market (Rank): Houston (11)  
 Network Affiliation: CBS  
 Owner: A.H. Belo  
 Political Ad Sales, 2002: 6,190 ads at a cost of \$10,242,499  
 No. of Ads Analyzed: 1,028



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$2335.48	\$2521.16	\$2130.61	-8.8%

## EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays & Weekends, 10:01pm-10:32pm	\$3966.67 <i>n=3</i>	\$3275.00 <i>n=8</i>	\$5590.91 <i>n=11</i>	40.9%
Weekdays, News at 5:00pm	\$2000.00 <i>n=2</i>	\$1285.71 <i>n=7</i>	\$2319.35 <i>n=31</i>	16.0%
Weekdays, News at 6:00pm	\$2500.00 <i>n=6</i>	\$2710.00 <i>n=10</i>	\$2893.94 <i>n=66</i>	15.8%
Saturdays, 5:58pm-6:27pm	\$1000.00 <i>n=1</i>	\$1000.00 <i>n=2</i>	\$1600.00 <i>n=14</i>	60.0%
Weekdays, 6:27pm-6:57pm, Wheel of Fortune	\$3250.00 <i>n=6</i>	\$3916.67 <i>n=6</i>	\$3463.79 <i>n=58</i>	6.6%
Weekdays, 9:00am, Martha Stewart	\$450.00 <i>n=1</i>	\$250.00 <i>n=1</i>	\$554.17 <i>n=30</i>	23.1%

## WTSP

Market (Rank): Tampa (13)  
 Network Affiliation: CBS  
 Owner: Gannett  
 Political Ad Sales, 2002: 3,391 ads at a cost of \$2,677,746  
 No. of Ads Analyzed: 965



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$757.89	n/a	\$886.83	17.0%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 6-7am News This Morning	\$75.00 <i>n=8</i>	n/a <i>n=0</i>	\$150.00 <i>n=56</i>	100.0%
Weekdays, 7-9am The Early Show	\$77.78 <i>n=9</i>	n/a <i>n=0</i>	\$167.12 <i>n=73</i>	114.9%
Saturdays, 9-11am Early Show	\$230.00 <i>n=5</i>	n/a <i>n=0</i>	\$350.00 <i>n=1</i>	52.2%
Sundays, 9-10:30am CBS Sunday Morning	\$335.71 <i>n=7</i>	n/a <i>n=0</i>	\$387.50 <i>n=12</i>	15.4%
Sundays, 10:30-11am Face the Nation	\$516.67 <i>n=3</i>	n/a <i>n=0</i>	\$550.00 <i>n=2</i>	6.5%
Weekdays, 11am-12n Price is Right	\$300.00 <i>n=10</i>	n/a <i>n=0</i>	\$485.00 <i>n=25</i>	61.7%
Weekdays, 12n-12:30pm News	\$300.00 <i>n=11</i>	n/a <i>n=0</i>	\$346.20 <i>n=46</i>	15.4%
Weekdays, 12:27-4pm Soaps	\$375.00 <i>n=7</i>	n/a <i>n=0</i>	\$518.23 <i>n=48</i>	38.2%
Weekdays, 5-5:30pm News	\$250.00 <i>n=6</i>	n/a <i>n=0</i>	\$322.50 <i>n=40</i>	29.0%
Weekdays, 5:30-6pm News	\$297.22 <i>n=9</i>	n/a <i>n=0</i>	\$343.00 <i>n=50</i>	15.4%
Weekdays, 6-6:30pm News	\$446.88 <i>n=16</i>	n/a <i>n=0</i>	\$590.87 <i>n=52</i>	32.2%
Weekdays, 7-7:30pm Wheel	\$1708.70 <i>n=23</i>	n/a <i>n=0</i>	\$1876.92 <i>n=39</i>	9.8%
Sundays, 7-8pm 60 Minutes	\$4350.00 <i>n=2</i>	n/a <i>n=0</i>	\$4750.00 <i>n=4</i>	9.2%
Weekdays, 7:30-8pm Jeopardy	\$1158.33 <i>n=12</i>	n/a <i>n=0</i>	\$1950.00 <i>n=34</i>	68.3%
Saturdays, 7:30-8pm Jeopardy	\$500.00 <i>n=1</i>	n/a <i>n=0</i>	\$672.22 <i>n=9</i>	34.4%
Weekdays, 11-11:35pm News	\$777.27 <i>n=11</i>	n/a <i>n=0</i>	\$861.82 <i>n=55</i>	10.9%
Saturdays, 11-11:35pm News	\$578.13 <i>n=8</i>	n/a <i>n=0</i>	\$478.57 <i>n=7</i>	-17.2%
Sundays, 11-11:35pm News	\$667.86 <i>n=7</i>	n/a <i>n=0</i>	\$704.17 <i>n=2</i>	5.4%
Weekdays, 11:35pm-12:37am Letterman	\$275.00 <i>n=2</i>	n/a <i>n=0</i>	\$438.64 <i>n=22</i>	59.5%

## WEWS

Market (Rank): Cleveland (15)  
 Network Affiliation: ABC  
 Owner: E.W. Scripps  
 Political Ad Sales, 2002: 2,342 ads at a cost of \$2,577,712  
 No. of Ads Analyzed: 1,122



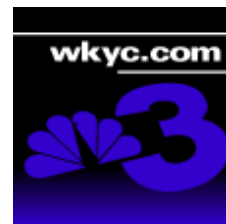
	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
Average cost of a 30-second candidate ad	n/a	\$816.42	\$1268.89	55.4%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
Weekdays, 6:30am-6:57am	n/a n=0	\$325.00 n=6	\$470.00 n=60	44.6%
Weekdays, 6:58am-9:00am	n/a n=0	\$350.00 n=6	\$546.46 n=113	56.1%
Weekdays, 8:58am-10:00am	n/a n=0	\$350.00 n=6	\$522.41 n=58	49.3%
Weekdays & Sundays, 10:58am-11:57am	n/a n=0	\$600.00 n=7	\$643.75 n=32	7.3%
Weekdays & Weekends, 11:58am-12:30pm	n/a n=0	\$340.91 n=11	\$594.55 n=110	74.4%
Weekdays, 4:58pm-5:57pm	n/a n=0	\$850.00 n=6	\$1195.21 n=75	40.6%
Weekdays, 5:58pm-6:30pm	n/a n=0	\$1300.00 n=6	\$1792.65 n=68	37.9%
Sundays, 5:58pm-6:30pm	n/a n=0	\$200.00 n=1	\$1000.00 n=10	400.0%
Weekdays, 6:58pm-7:27pm	n/a n=0	\$1600.00 n=4	\$2480.85 n=47	55.1%
Saturdays, 6:58pm-7:30pm	n/a n=0	\$675.00 n=4	\$1200.00 n=11	77.8%
Weekdays, 7:28pm-7:57pm	n/a n=0	\$1800.00 n=6	\$2600.00 n=50	44.4%
Weekdays & Weekends, 11:01pm-11:35pm	n/a n=0	\$1900.00 n=4	\$2757.14 n=63	45.1%

# WKYC

Market (Rank): Cleveland (15)  
 Network Affiliation: NBC  
 Owner: Gannett  
 Political Ad Sales, 2002: 1,951 ads at a cost of \$1,805,170  
 No. of Ads Analyzed: 948



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
Average cost of a 30-second candidate ad	n/a	\$579.35	\$762.51	31.6%

## EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
Weekdays, 6-7am	n/a <i>n=0</i>	\$275.00 <i>n=3</i>	\$350.00 <i>n=69</i>	27.3%
Weekdays, 6:58-9am Today Show	n/a <i>n=0</i>	\$350.00 <i>n=4</i>	\$450.00 <i>n=105</i>	28.6%
Weekdays, 12n-12:30pm News	n/a <i>n=0</i>	\$150.00 <i>n=3</i>	\$200.00 <i>n=45</i>	33.3%
Weekdays, 6-6:30pm News	n/a <i>n=0</i>	\$650.00 <i>n=3</i>	\$850.00 <i>n=47</i>	30.8%
Saturdays, 5:58-6:30pm News	n/a <i>n=0</i>	\$400.00 <i>n=1</i>	\$600.00 <i>n=1</i>	50.0%
Weekdays, 7-7:30pm News	n/a <i>n=0</i>	\$500.00 <i>n=3</i>	\$800.00 <i>n=27</i>	60.0%
Weekdays, 7:27-8pm Entertainment Tonight	n/a <i>n=0</i>	\$950.00 <i>n=3</i>	\$1200.00 <i>n=38</i>	26.3%
Weekdays & Weekends, 11-11:35pm Late News	n/a <i>n=0</i>	\$1600.00 <i>n=2</i>	\$2500.00 <i>n=7</i>	56.3%

## KCRA

Market (Rank): Sacramento (19)  
 Network Affiliation: NBC  
 Owner: Hearst-Argyle  
 Political Ad Sales, 2002: 4,816 ads at a cost of \$5,573,135  
 No. of Ads Analyzed: 694



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$1133.33	\$918.48	\$1124.20	-0.8%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays & Sundays, 4:30am-4:59am	\$60.00 <i>n=5</i>	\$20.00 <i>n=5</i>	\$67.86 <i>n=14</i>	13.1%
Weekdays, 7:01am-9:00am	\$1500.00 <i>n=4</i>	\$2000.00 <i>n=2</i>	\$734.09 <i>n=44</i>	-51.1%
Weekdays, 9:01am-10:00am	\$500.00 <i>n=5</i>	\$750.00 <i>n=5</i>	\$371.21 <i>n=33</i>	-25.8%
Weekdays, 11:58am-1:00pm	\$300.00 <i>n=5</i>	\$400.00 <i>n=4</i>	\$277.56 <i>n=39</i>	-7.5%
Weekdays & Weekends, 4:58pm-5:30pm	\$1916.67 <i>n=6</i>	\$1650.00 <i>n=2</i>	\$1640.91 <i>n=22</i>	-14.4%
Weekdays, 11:36pm-12:35am	\$1142.86 <i>n=7</i>	\$1250.00 <i>n=2</i>	\$760.61 <i>n=33</i>	-33.4%



## KOVR

Market (Rank): Sacramento (19)  
 Network Affiliation: CBS  
 Owner: Sinclair  
 Political Ad Sales, 2002: 3,882 ads at a cost of \$3,120,543  
 No. of Ads Analyzed: 511



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$432.86	\$1077.50	\$1213.71	180.4%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
6-7am	\$65.00 <i>n=4</i>	\$108.33 <i>n=9</i>	\$160.71 <i>n=35</i>	147.2%
12-12:30pm	\$200.00 <i>n=3</i>	\$250.00 <i>n=5</i>	\$379.55 <i>n=22</i>	89.8%
5-5:30pm	\$700.00 <i>n=2</i>	\$720.83 <i>n=6</i>	\$1164.29 <i>n=21</i>	66.3%
6-6:30pm	\$700.00 <i>n=2</i>	\$800.00 <i>n=5</i>	\$1198.68 <i>n=19</i>	71.2%

# KTXL

Market (Rank): Sacramento (19)  
 Network Affiliation: FOX  
 Owner: Tribune  
 Political Ad Sales, 2002: 1,820 ads at a cost of \$853,055  
 No. of Ads Analyzed: 227



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$322.56	\$335.00	\$1129.24	250.1%

## EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 8am-9am	\$125.00 <i>n=5</i>	\$125.00 <i>n=5</i>	\$250.00 <i>n=7</i>	100.0%
Weekdays, 10am-11am	\$125.00 <i>n=5</i>	\$125.00 <i>n=5</i>	\$250.00 <i>n=7</i>	100.0%
Weekdays, 11am-12pm	\$125.00 <i>n=5</i>	\$125.00 <i>n=5</i>	\$250.00 <i>n=7</i>	100.0%
Weekdays, 12pm-1pm	\$125.00 <i>n=6</i>	\$125.00 <i>n=6</i>	\$250.00 <i>n=7</i>	100.0%
Weekdays, 1pm-1:30pm	\$125.00 <i>n=5</i>	\$125.00 <i>n=5</i>	\$250.00 <i>n=6</i>	100.0%
Weekdays, 1:30pm-2pm	\$125.00 <i>n=5</i>	\$125.00 <i>n=5</i>	\$250.00 <i>n=6</i>	100.0%
Weekdays, 6pm-6:30pm	\$750.00 <i>n=5</i>	\$750.00 <i>n=5</i>	\$914.29 <i>n=7</i>	21.9%

# KATU

Market (Rank): Portland (23)  
 Network Affiliation: ABC  
 Owner: Fisher Broadcasting  
 Political Ad Sales, 2002: 4,928 ads at a cost of \$2,531,661  
 No. of Ads Analyzed: 843

The Spirit of the Northwest



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
Average cost of a 30-second candidate ad	n/a	\$349.53	\$563.74	61.3%

## EXAMPLES

Time/Program as identified on station contracts	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
Weekdays, 6-7am News	n/a n=0	\$146.15 n=13	\$221.54 n=39	51.6%
Weekdays, 7-9am Good Morning America	n/a n=0	\$196.43 n=7	\$268.57 n=63	36.7%
Sundays, 8-9am This Week	n/a n=0	\$266.67 n=3	\$410.71 n=7	54.0%
Weekdays, 11-11:30am News	n/a n=0	\$60.00 n=4	\$155.30 n=33	158.8%
Weekdays, 11:30am-12:30pm Other Half	n/a n=0	\$125.00 n=1	\$115.00 n=8	-8.0%
Weekdays, 1-3pm Soaps	n/a n=0	\$350.00 n=1	\$350.00 n=4	0.0%
Weekdays, 3-4pm All My Children	n/a n=0	\$350.00 n=1	\$410.71 n=7	17.3%
Weekdays, 4-4:30pm Pyramid	n/a n=0	\$250.00 n=10	\$324.04 n=26	29.6%
Weekdays, 4:30-5pm Who Wants to be a Millionaire	n/a n=0	\$257.14 n=7	\$336.46 n=24	30.8%
Weekdays, 5-6pm News	n/a n=0	\$250.00 n=6	\$552.27 n=44	120.9%
Sundays, 5-5:30pm News	n/a n=0	\$275.00 n=4	\$436.11 n=9	58.6%
Weekdays, 6:30-7pm News	n/a n=0	\$503.57 n=7	\$658.33 n=30	30.7%
Weekdays, 7-7:30pm Jeopardy	n/a n=0	\$600.00 n=5	\$790.48 n=21	31.7%
Saturdays, 7-8pm Jeopardy/Wheel of Fortune	n/a n=0	\$150.00 n=2	\$215.63 n=8	43.8%
Weekdays, 7:30-8pm Wheel of Fortune	n/a n=0	\$514.29 n=7	\$620.00 n=20	20.6%
Weekdays & Weekends, 11-11:35pm News	n/a n=0	\$366.67 n=12	\$546.74 n=46	49.1%
Weekdays, 11:35pm-12:05am Nightline	n/a n=0	\$290.00 n=5	\$326.32 n=19	12.5%
Weekdays, Up Close	n/a n=0	\$65.00 n=2	\$156.25 n=12	140.4%
Saturdays, Pyramid	n/a n=0	\$75.00 n=1	\$137.50 n=2	83.3%

## KGW

Market (Rank): Portland (23)  
 Network Affiliation: NBC  
 Owner: A.H. Belo  
 Political Ad Sales, 2002: 5,121 ads at a cost of \$3,096,256  
 No. of Ads Analyzed: 1,073



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$454.50	\$585.25	\$734.82	61.7%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
5am-6am	\$90.00 <i>n=3</i>	\$71.00 <i>n=10</i>	\$103.81 <i>n=59</i>	15.3%
6am-6:57am	\$393.75 <i>n=4</i>	\$481.32 <i>n=19</i>	\$455.93 <i>n=59</i>	15.8%
6:58am-9am	\$337.50 <i>n=6</i>	\$481.05 <i>n=19</i>	\$417.15 <i>n=72</i>	23.6%
7am-10am	\$225.00 <i>n=1</i>	\$382.50 <i>n=2</i>	\$350.25 <i>n=20</i>	55.7%
9am-10am	\$225.00 <i>n=3</i>	\$200.63 <i>n=16</i>	\$203.41 <i>n=51</i>	-9.6%
12pm-1pm	\$135.00 <i>n=3</i>	\$178.67 <i>n=15</i>	\$165.25 <i>n=59</i>	22.4%
3:58pm-4:56pm	\$325.00 <i>n=3</i>	\$565.00 <i>n=10</i>	\$661.06 <i>n=52</i>	103.4%
4:56pm-5:30pm	\$867.50 <i>n=4</i>	\$823.18 <i>n=11</i>	\$1017.84 <i>n=37</i>	17.3%
5pm-7pm	\$270.00 <i>n=2</i>	\$580.77 <i>n=13</i>	\$500.24 <i>n=21</i>	85.3%
6pm-7pm	\$676.43 <i>n=7</i>	\$808.85 <i>n=13</i>	\$894.13 <i>n=46</i>	32.2%
11pm-11:34pm	\$1080.00 <i>n=3</i>	\$966.67 <i>n=21</i>	\$1141.33 <i>n=45</i>	5.7%

## WBTB

Market (Rank): Charlotte (28)  
 Network Affiliation: CBS  
 Owner: Jefferson-Pilot Communications  
 Political Ad Sales, 2002: 4,264 ads at a cost of \$1,611,513  
 No. of Ads Analyzed: 788



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$548.88	\$608.29	\$696.60	26.9%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5:00am-5:30am	\$90.00 <i>n=1</i>	\$140.00 <i>n=4</i>	\$150.00 <i>n=26</i>	66.7%
Weekdays, 5:29am-5:59am	\$150.00 <i>n=4</i>	\$275.00 <i>n=4</i>	\$280.56 <i>n=9</i>	87.0%
Weekdays, 5:59am-6:59am	\$250.00 <i>n=4</i>	\$375.00 <i>n=4</i>	\$379.17 <i>n=12</i>	51.7%
Weekdays, 7:00am-9:00am	\$180.00 <i>n=8</i>	\$175.00 <i>n=8</i>	\$201.85 <i>n=54</i>	12.1%
Saturdays, 7:57am-10:00am	\$110.00 <i>n=1</i>	\$150.00 <i>n=1</i>	\$150.00 <i>n=9</i>	36.4%
Sundays, 8:58am-10:30am	\$275.00 <i>n=2</i>	\$300.00 <i>n=1</i>	\$385.00 <i>n=7</i>	40.0%
Weekdays, 12:00n-12:27pm	\$315.00 <i>n=4</i>	\$375.00 <i>n=4</i>	\$400.00 <i>n=39</i>	27.0%
Weekdays, 4:00pm-5:00pm	\$245.00 <i>n=4</i>	\$200.00 <i>n=4</i>	\$300.00 <i>n=15</i>	22.4%
Weekdays, 4:57pm-5:30pm	\$650.00 <i>n=4</i>	\$700.00 <i>n=4</i>	\$750.00 <i>n=11</i>	15.4%
Weekdays, 5:30pm-6:00pm	\$650.00 <i>n=8</i>	\$800.00 <i>n=4</i>	\$852.78 <i>n=36</i>	31.2%
Weekdays, 6:00pm-6:30pm	\$850.00 <i>n=6</i>	\$900.00 <i>n=4</i>	\$962.96 <i>n=27</i>	13.3%
Weekdays, 6:58pm-7:30pm	\$600.00 <i>n=4</i>	\$800.00 <i>n=5</i>	\$937.93 <i>n=29</i>	56.3%
Weekdays & Weekends, 11:00pm-11:35pm	\$750.00 <i>n=9</i>	\$900.00 <i>n=6</i>	\$1009.76 <i>n=41</i>	34.6%

## WSOC

Market (Rank): Charlotte (28)  
 Network Affiliation: ABC  
 Owner: Cox Broadcasting  
 Political Ad Sales, 2002: 4,027 ads at a cost of \$1,833,088  
 No. of Ads Analyzed: 517



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$728.32	\$1120.28	\$1268.19	74.1%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 7:00am-9:00am	\$570.59 <i>n=17</i>	\$900.00 <i>n=10</i>	\$900.00 <i>n=30</i>	57.7%
Weekends, 11:58am-12:30pm	\$150.00 <i>n=2</i>	\$150.00 <i>n=4</i>	\$350.00 <i>n=1</i>	133.3%
Weekdays, 3:58pm-4:57pm	\$500.00 <i>n=9</i>	\$900.00 <i>n=4</i>	\$757.14 <i>n=14</i>	51.4%
Weekdays, 5:45pm-5:57pm	\$850.00 <i>n=9</i>	\$1300.00 <i>n=6</i>	\$1300.00 <i>n=6</i>	52.9%
Weekdays, 6:20pm-6:25pm	\$1200.00 <i>n=6</i>	\$1800.00 <i>n=3</i>	\$1800.00 <i>n=6</i>	50.0%
Weekdays, 6:58pm-7:27pm	\$1400.00 <i>n=4</i>	\$1400.00 <i>n=5</i>	\$1400.00 <i>n=11</i>	0.0%
Weekdays, 7:28pm-7:56pm	\$850.00 <i>n=3</i>	\$1500.00 <i>n=5</i>	\$1500.00 <i>n=12</i>	76.5%
Weekdays & Weekends, 11:01pm-11:35pm	\$1050.00 <i>n=9</i>	\$1800.00 <i>n=11</i>	\$1800.00 <i>n=21</i>	71.4%
Weekdays, 11:36pm-12:07am	\$375.00 <i>n=4</i>	\$375.00 <i>n=5</i>	\$700.00 <i>n=6</i>	86.7%

## WTVD

Market (Rank): Raleigh (29)  
 Network Affiliation: ABC  
 Owner: ABC  
 Political Ad Sales, 2002: 4,619 ads at a cost of \$3,139,833  
 No. of Ads Analyzed: 1,163



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$398.16	\$559.67	\$470.07	18.1%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5:30-6am	\$115.00 <i>n=4</i>	\$160.00 <i>n=4</i>	\$175.00 <i>n=49</i>	52.2%
Weekdays, 6-7am	\$270.00 <i>n=13</i>	\$385.00 <i>n=9</i>	\$425.00 <i>n=55</i>	57.4%
Weekdays, 7-9am	\$200.00 <i>n=13</i>	\$272.50 <i>n=8</i>	\$360.00 <i>n=69</i>	80.0%
Sundays, 7-8am	\$70.00 <i>n=2</i>	\$70.00 <i>n=2</i>	\$115.00 <i>n=10</i>	64.3%
Sundays, 9-9:30am	\$30.00 <i>n=1</i>	\$30.00 <i>n=2</i>	\$50.00 <i>n=4</i>	66.7%
Weekdays, 12n-12:30pm	\$175.00 <i>n=3</i>	\$240.00 <i>n=8</i>	\$208.14 <i>n=43</i>	18.9%
Weekdays, 4-5pm	\$200.00 <i>n=9</i>	\$340.00 <i>n=7</i>	\$266.15 <i>n=39</i>	33.1%
Weekdays, 5-5:30pm	\$475.00 <i>n=2</i>	\$500.00 <i>n=7</i>	\$571.50 <i>n=40</i>	20.3%
Weekdays, 5:30-6pm	\$525.00 <i>n=6</i>	\$620.00 <i>n=8</i>	\$640.00 <i>n=39</i>	21.9%
Weekdays, 6-7pm	\$645.00 <i>n=5</i>	\$700.00 <i>n=8</i>	\$940.00 <i>n=27</i>	45.7%
Sundays, 6-7pm	\$300.00 <i>n=1</i>	\$490.00 <i>n=2</i>	\$525.00 <i>n=11</i>	75.0%
Weekdays, 7-7:30pm	\$560.00 <i>n=9</i>	\$750.00 <i>n=8</i>	\$690.00 <i>n=34</i>	23.2%
Weekdays, 7:30-8pm	\$560.00 <i>n=8</i>	\$750.00 <i>n=8</i>	\$640.00 <i>n=34</i>	14.3%
Saturdays, 7:30-8pm	\$275.00 <i>n=1</i>	\$350.00 <i>n=2</i>	\$475.00 <i>n=8</i>	72.7%
Weekdays & Weekends, 11-11:35pm	\$890.00 <i>n=8</i>	\$1550.00 <i>n=10</i>	\$1790.00 <i>n=33</i>	101.1%
Weekdays, 11:35pm-12:05am	\$175.00 <i>n=8</i>	\$300.00 <i>n=8</i>	\$340.00 <i>n=28</i>	94.3%

# KTVX

Market (Rank): Salt Lake City (36)  
 Network Affiliation: ABC  
 Owner: Clear Channel  
 Political Ad Sales, 2002: 1,914 ads at a cost of \$850,593  
 No. of Ads Analyzed: 413



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
Average cost of a 30-second candidate ad	n/a	\$222.59	\$297.99	33.9%

## EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
Weekdays, 5:00am-5:30am	n/a n=0	\$5.00 n=4	\$5.67 n=6	13.4%
Weekdays, 5:30am-6:00am	n/a n=0	\$7.50 n=4	\$8.08 n=13	7.7%
Weekdays, 2:58pm-3:57pm	n/a n=0	\$105.00 n=4	\$108.41 n=22	3.2%
Weekdays, 3:57pm-5:00pm	n/a n=0	\$375.00 n=4	\$408.93 n=28	9.0%
Saturdays, 5:28pm-5:59pm	n/a n=0	\$195.00 n=1	\$147.50 n=2	-24.4%
Sundays, 5:30pm-5:57pm	n/a n=0	\$200.00 n=1	\$248.75 n=4	24.4%
Saturdays, 5:59pm-6:57pm	n/a n=0	\$70.00 n=1	\$305.00 n=6	335.7%
Weekdays, 6:26pm-6:57pm	n/a n=0	\$247.50 n=4	\$266.50 n=10	7.7%
Weekdays & Weekends, 10:00pm-10:35pm	n/a n=0	\$505.00 n=6	\$550.00 n=27	8.9%
Weekdays, 10:35pm-11:06pm	n/a n=0	\$215.00 n=4	\$213.93 n=14	-0.5%
Sundays, 10:35pm-11:06pm	n/a n=0	\$100.00 n=1	\$240.00 n=3	140.0%
Weekdays, 11:37pm-12:07am	n/a n=0	\$90.00 n=4	\$90.00 n=8	0.0%



## WPRI

Market (Rank): Providence (48)  
 Network Affiliation: CBS  
 Owner: LIN Television  
 Political Ad Sales, 2002: 5,293 ads at a cost of \$2,129,459  
 No. of Ads Analyzed: 1,536



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$363.33	\$397.05	\$487.61	34.2%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, CBS Early Show	\$54.86 <i>n=72</i>	\$82.50 <i>n=6</i>	\$113.11 <i>n=74</i>	106.2%
Saturdays, CBS Saturday Morning	\$95.45 <i>n=11</i>	\$100.00 <i>n=1</i>	\$200.00 <i>n=6</i>	109.5%
Weekdays, 9-10am Montel	\$52.88 <i>n=26</i>	\$50.00 <i>n=5</i>	\$65.22 <i>n=23</i>	23.3%
Weekdays, 10-11am Judge Joe Brown	\$75.00 <i>n=3</i>	\$50.00 <i>n=3</i>	\$50.00 <i>n=9</i>	-33.3%
Weekdays, 11am-12n Price is Right	\$192.11 <i>n=38</i>	\$300.00 <i>n=1</i>	\$285.71 <i>n=21</i>	48.7%
Weekdays, 12n News	\$167.45 <i>n=53</i>	\$193.75 <i>n=4</i>	\$219.44 <i>n=27</i>	31.0%
Weekdays, 12:30-4pm Soaps	\$104.51 <i>n=61</i>	\$75.00 <i>n=6</i>	\$117.39 <i>n=46</i>	12.3%
Weekdays, 4:00pm-5:00pm	\$200.00 <i>n=1</i>	\$150.00 <i>n=1</i>	\$300.00 <i>n=12</i>	50.0%
Weekdays, 5pm News	\$341.67 <i>n=48</i>	\$450.00 <i>n=1</i>	\$427.78 <i>n=27</i>	25.2%
Weekdays, 5:30pm News	\$342.31 <i>n=52</i>	\$450.00 <i>n=1</i>	\$435.00 <i>n=40</i>	27.1%
Weekdays, 6pm News	\$642.71 <i>n=48</i>	\$750.00 <i>n=1</i>	\$750.00 <i>n=45</i>	16.7%
Weekdays, Judge Judy	\$200.00 <i>n=3</i>	\$150.00 <i>n=3</i>	\$150.00 <i>n=16</i>	-25.0%
Weekdays, 7-7:30pm Wheel of Fortune	\$584.62 <i>n=52</i>	\$575.00 <i>n=4</i>	\$774.29 <i>n=35</i>	32.4%
Weekdays & Weekends, 11pm News	\$630.56 <i>n=45</i>	\$750.00 <i>n=2</i>	\$733.33 <i>n=45</i>	16.3%

## WJAR

Market (Rank): Providence (48)  
 Network Affiliation: NBC  
 Owner: NBC  
 Political Ad Sales, 2002: 5,611 ads at a cost of \$3,568,239  
 No. of Ads Analyzed: 1,497



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$720.35	\$613.78	\$926.80	28.7%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 6-7am Sunrise	\$700.00 <i>n=42</i>	\$1100.00 <i>n=1</i>	\$992.65 <i>n=68</i>	41.8%
Weekdays, 7-9am Today Show	\$900.00 <i>n=33</i>	\$685.71 <i>n=7</i>	\$1206.79 <i>n=70</i>	34.1%
Weekdays, 9-10am Later Today	\$450.00 <i>n=4</i>	\$525.00 <i>n=5</i>	\$550.00 <i>n=35</i>	22.2%
Weekdays, 10-11am Live With Regis & Kelly	\$175.00 <i>n=44</i>	\$171.43 <i>n=7</i>	\$336.05 <i>n=43</i>	92.0%
Weekdays 11am-11:58am	\$78.00 <i>n=20</i>	\$60.00 <i>n=5</i>	\$168.46 <i>n=26</i>	116.0%
Weekdays, 12-12:30pm	\$200.00 <i>n=16</i>	\$142.86 <i>n=7</i>	\$340.34 <i>n=44</i>	70.2%
Weekdays, 12:30-4pm	\$115.00 <i>n=25</i>	\$91.67 <i>n=6</i>	\$153.95 <i>n=57</i>	33.9%
Weekdays, 4-5pm	\$319.74 <i>n=19</i>	\$200.00 <i>n=5</i>	\$392.61 <i>n=44</i>	22.8%
Weekdays, 5-5:30pm News	\$900.00 <i>n=22</i>	\$425.00 <i>n=3</i>	\$1024.24 <i>n=33</i>	13.8%
Weekdays, 6-6:30pm News	\$1300.00 <i>n=26</i>	\$1220.00 <i>n=5</i>	\$1853.19 <i>n=47</i>	42.6%
Weekends, 6pm News	\$500.00 <i>n=18</i>	\$350.00 <i>n=2</i>	\$937.50 <i>n=20</i>	87.5%
Weekdays, 7-7:30pm	\$900.00 <i>n=6</i>	\$500.00 <i>n=1</i>	\$1200.00 <i>n=15</i>	33.3%
Sundays, 7-8pm	\$1200.00 <i>n=7</i>	\$800.00 <i>n=1</i>	\$2200.00 <i>n=4</i>	83.3%
Weekdays & Weekends, 11pm News	\$1475.93 <i>n=27</i>	\$1600.00 <i>n=1</i>	\$1844.83 <i>n=58</i>	25.0%
Weekdays, Tonight Show	\$550.00 <i>n=12</i>	\$550.00 <i>n=3</i>	\$778.57 <i>n=35</i>	41.6%

# KOAT

Market (Rank): Albuquerque (49)  
 Network Affiliation: ABC  
 Owner: Hearst-Argyle  
 Political Ad Sales, 2002: 6,478 ads at a cost of \$3,390,051  
 No. of Ads Analyzed: 1,151



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$510.13	\$477.40	\$570.63	11.9%

## EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 6am-7am News	\$350.00 <i>n=2</i>	\$327.27 <i>n=11</i>	\$309.13 <i>n=46</i>	-11.7%
Saturdays, 6am-9am	\$130.00 <i>n=1</i>	\$150.00 <i>n=3</i>	\$153.21 <i>n=14</i>	17.9%
Sundays, 6am-8:30am	\$150.00 <i>n=2</i>	\$113.75 <i>n=4</i>	\$138.75 <i>n=16</i>	-7.5%
Weekdays, 7am-9am Good Morning America	\$350.00 <i>n=13</i>	\$343.82 <i>n=17</i>	\$378.45 <i>n=87</i>	8.1%
Weekdays, 9am-10am Live with Regis & Kelly	\$100.00 <i>n=2</i>	\$150.00 <i>n=12</i>	\$169.67 <i>n=46</i>	69.7%
Weekdays, 10am-11am The View	\$100.00 <i>n=3</i>	\$180.00 <i>n=15</i>	\$218.55 <i>n=31</i>	118.6%
Weekdays, 12n-1pm News	\$155.00 <i>n=9</i>	\$149.72 <i>n=18</i>	\$143.85 <i>n=48</i>	-7.2%
Weekdays, 3pm-4pm Maury Povich	\$180.00 <i>n=4</i>	\$128.33 <i>n=6</i>	\$199.71 <i>n=35</i>	11.0%
Weekdays, 4pm-5pm Oprah Winfrey	\$312.50 <i>n=8</i>	\$384.12 <i>n=17</i>	\$476.21 <i>n=58</i>	52.4%
Weekdays & Weekends, 5pm-5:30pm News	\$533.18 <i>n=11</i>	\$554.52 <i>n=21</i>	\$634.33 <i>n=67</i>	19.0%
Saturdays, 5:30pm-6pm News	\$500.00 <i>n=1</i>	\$400.00 <i>n=1</i>	\$487.50 <i>n=8</i>	-2.5%
Weekdays & Weekends, 6pm-6:30pm News	\$900.00 <i>n=6</i>	\$780.00 <i>n=15</i>	\$1025.45 <i>n=56</i>	13.9%
Weekdays, 6:30pm-7pm Entertainment Tonight	\$1200.00 <i>n=1</i>	\$837.50 <i>n=8</i>	\$1027.06 <i>n=17</i>	-14.4%
Weekdays & Weekends, 10pm-10:35pm News	\$1442.50 <i>n=4</i>	\$1626.92 <i>n=13</i>	\$1540.91 <i>n=55</i>	6.8%
Weekdays, 11:05pm-11:35pm Entertainment Tonight	\$100.00 <i>n=1</i>	\$116.67 <i>n=6</i>	\$116.67 <i>n=12</i>	16.7%

# WHAS

Market (Rank): Louisville (50)  
 Network Affiliation: ABC  
 Owner: A.H. Belo  
 Political Ad Sales, 2002: 3,937 ads at a cost of \$1,884,946  
 No. of Ads Analyzed: 1,119



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$451.25	\$409.32	\$412.50	-8.6%

## EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5:58am-7:00am News	\$300.00 <i>n=5</i>	\$357.50 <i>n=10</i>	\$392.38 <i>n=82</i>	30.8%
Weekdays, 7:00am-9:00am Good Morning America	\$250.00 <i>n=5</i>	\$287.50 <i>n=12</i>	\$318.31 <i>n=71</i>	27.3%
Saturdays, 7:00am-10:00am News	\$225.00 <i>n=1</i>	\$225.00 <i>n=4</i>	\$238.77 <i>n=35</i>	6.1%
Weekdays, 9:00am-10:00am Live with Regis and Kelly	\$150.00 <i>n=4</i>	\$200.00 <i>n=7</i>	\$195.73 <i>n=41</i>	30.5%
Weekdays, 11:58am-1:00pm News	\$162.50 <i>n=4</i>	\$141.82 <i>n=11</i>	\$156.27 <i>n=68</i>	-3.8%
Sundays, 11:58am-1:00pm This Week	\$400.00 <i>n=1</i>	\$367.50 <i>n=2</i>	\$390.00 <i>n=2</i>	-2.5%
Weekdays, 3:58pm-4:59pm Oprah Winfrey	\$383.33 <i>n=3</i>	\$415.00 <i>n=5</i>	\$430.73 <i>n=48</i>	12.4%
Weekdays, 5:00pm-5:29pm News	\$400.00 <i>n=4</i>	\$438.89 <i>n=9</i>	\$496.15 <i>n=52</i>	24.0%
Weekdays, 5:30pm-5:59pm News	\$450.00 <i>n=5</i>	\$483.33 <i>n=9</i>	\$550.00 <i>n=39</i>	22.2%
Weekdays, 6:00pm-6:30pm News	\$650.00 <i>n=4</i>	\$681.82 <i>n=11</i>	\$797.96 <i>n=49</i>	22.8%
Weekdays, 6:58pm-7:30pm Entertainment Tonight	\$650.00 <i>n=4</i>	\$750.00 <i>n=7</i>	\$772.62 <i>n=21</i>	18.9%
Weekdays, 7:30pm-7:56pm Hollywood Squares	\$500.00 <i>n=1</i>	\$450.00 <i>n=6</i>	\$506.45 <i>n=31</i>	1.3%
Weekdays & Weekends, 11:01pm-11:35pm News	\$675.00 <i>n=5</i>	\$725.00 <i>n=13</i>	\$800.44 <i>n=57</i>	18.6%
Weekdays, 11:35pm-12:07am Nightline	\$250.00 <i>n=5</i>	\$225.00 <i>n=4</i>	\$196.67 <i>n=15</i>	-21.3%

## WLKY

Market (Rank): Louisville (50)  
 Network Affiliation: CBS  
 Owner: Hearst-Argyle  
 Political Ad Sales, 2002: 4,114 ads at a cost of \$2,181,233  
 No. of Ads Analyzed: 1,037



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$504.67	\$601.52	\$577.82	14.5%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 6-8am	\$100.00 <i>n=4</i>	\$125.00 <i>n=10</i>	\$127.20 <i>n=91</i>	27.2%
Weekdays, 8-9am	\$90.00 <i>n=4</i>	\$110.00 <i>n=2</i>	\$122.19 <i>n=32</i>	35.8%
Sundays, 9-10:30am	\$350.00 <i>n=1</i>	\$325.00 <i>n=4</i>	\$450.00 <i>n=6</i>	28.6%
Weekdays, 10:57am-12:00n	\$300.00 <i>n=3</i>	\$350.00 <i>n=1</i>	\$447.06 <i>n=17</i>	49.0%
Weekdays, 12n-1pm	\$175.00 <i>n=3</i>	\$175.00 <i>n=12</i>	\$193.75 <i>n=64</i>	10.7%
Weekdays, 6-6:30pm	\$550.00 <i>n=3</i>	\$530.00 <i>n=10</i>	\$698.72 <i>n=39</i>	27.0%
Weekdays, 7-8pm	\$678.57 <i>n=7</i>	\$685.29 <i>n=17</i>	\$965.52 <i>n=58</i>	42.3%
Weekdays & Weekends, 11-11:35pm	\$833.33 <i>n=6</i>	\$771.43 <i>n=14</i>	\$1147.79 <i>n=68</i>	37.7%
Sundays, 11:35pm-12am	\$250.00 <i>n=1</i>	\$200.00 <i>n=2</i>	\$237.50 <i>n=8</i>	-5.0%

# KXAN

Market (Rank): Austin (54)  
 Network Affiliation: NBC  
 Owner: LIN Television  
 Political Ad Sales, 2002: 7,065 ads at a cost of \$5,048,695  
 No. of Ads Analyzed: 1,414



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$560.81	\$628.78	\$856.55	52.7%

## EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5:00am-5:57am News	\$125.00 <i>n=9</i>	\$125.00 <i>n=14</i>	\$108.92 <i>n=51</i>	-12.9%
Weekdays, 5:57am-6:57am News	\$361.11 <i>n=9</i>	\$375.00 <i>n=19</i>	\$477.86 <i>n=105</i>	32.3%
Weekdays, 6:58am-9:00am Today Show	\$461.36 <i>n=11</i>	\$379.00 <i>n=25</i>	\$539.50 <i>n=100</i>	16.9%
Weekdays, 9:00am-10:00am Live with Regis and Kelly	\$150.00 <i>n=3</i>	\$171.43 <i>n=14</i>	\$281.25 <i>n=60</i>	87.5%
Weekdays, 10:00am-11:00am Today Show	\$125.00 <i>n=4</i>	\$125.00 <i>n=12</i>	\$259.50 <i>n=40</i>	107.6%
Weekdays, 4:30pm-4:59pm Jeopardy	\$350.00 <i>n=3</i>	\$365.00 <i>n=10</i>	\$609.37 <i>n=40</i>	74.1%
Saturdays, 4:58pm-5:30pm Jeopardy	\$125.00 <i>n=2</i>	\$200.00 <i>n=3</i>	\$230.00 <i>n=10</i>	84.0%
Weekdays, 5:00pm-5:30pm News	\$540.91 <i>n=11</i>	\$540.91 <i>n=22</i>	\$837.75 <i>n=51</i>	54.9%
Sundays, 5:00pm-5:30pm News	\$100.00 <i>n=3</i>	\$86.67 <i>n=3</i>	\$382.69 <i>n=13</i>	282.7%
Weekdays, 5:58pm-6:30pm News	\$800.00 <i>n=9</i>	\$752.50 <i>n=20</i>	\$1213.49 <i>n=63</i>	51.7%
Saturdays, 5:58pm-6:30pm News	\$400.00 <i>n=3</i>	\$362.50 <i>n=4</i>	\$563.64 <i>n=11</i>	40.9%
Weekdays, 6:31pm-6:56pm Wheel of Fortune	\$800.00 <i>n=11</i>	\$789.47 <i>n=19</i>	\$1212.50 <i>n=48</i>	51.6%
Saturdays, 6:31pm-6:56pm Wheel of Fortune	\$500.00 <i>n=2</i>	\$316.67 <i>n=3</i>	\$827.27 <i>n=11</i>	65.5%
Weekdays & Weekends, 10:01pm-10:35pm News 36	\$1625.00 <i>n=8</i>	\$1792.31 <i>n=26</i>	\$2638.61 <i>n=79</i>	62.4%
Weekdays, 10:35pm-11:35pm Tonight Show	\$516.67 <i>n=3</i>	\$450.00 <i>n=5</i>	\$705.32 <i>n=47</i>	36.5%
Weekdays, 11:35pm-12:35am Late Night with Conan	\$200.00 <i>n=2</i>	\$162.50 <i>n=2</i>	\$171.59 <i>n=22</i>	-14.2%



# WIS

Market (Rank): Columbia SC (84)  
 Network Affiliation: NBC  
 Owner: Liberty  
 Political Ad Sales, 2002: 6,602 ads at a cost of \$2,063,669  
 No. of Ads Analyzed: 848



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
Average cost of a 30-second candidate ad	n/a	\$332.05	\$501.59	51.1%

## EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 2 to 3
5am-6am	n/a n=0	\$50.00 n=7	\$107.00 n=50	114.0%
6am-7am	n/a n=0	\$256.82 n=11	\$346.28 n=47	34.8%
7am-9am	n/a n=0	\$279.72 n=18	\$401.52 n=46	43.5%
8am-9am	n/a n=0	\$275.00 n=2	\$400.00 n=6	45.5%
9am-10am	n/a n=0	\$161.67 n=12	\$254.17 n=30	57.2%
10am-11am	n/a n=0	\$75.00 n=10	\$142.44 n=43	89.9%
10:30am-11am	n/a n=0	\$50.00 n=1	\$62.50 n=4	25.0%
11am-12pm	n/a n=0	\$100.00 n=2	\$153.57 n=14	53.6%
12pm-12:30pm	n/a n=0	\$138.89 n=9	\$231.62 n=34	66.8%
12:58pm-3pm	n/a n=0	\$200.00 n=3	\$305.00 n=30	52.5%
3pm-4pm	n/a n=0	\$150.00 n=3	\$231.58 n=19	54.4%
4pm-5pm	n/a n=0	\$255.00 n=10	\$339.42 n=26	33.1%
5pm-5:30pm	n/a n=0	\$225.00 n=6	\$364.77 n=22	62.1%
5:30pm-6pm	n/a n=0	\$200.00 n=3	\$450.00 n=8	125.0%
6pm-6:30pm	n/a n=0	\$476.92 n=13	\$719.74 n=38	50.9%
7pm-7:30pm	n/a n=0	\$650.00 n=10	\$911.29 n=31	40.2%
7pm-8pm	n/a n=0	\$650.00 n=1	\$680.00 n=5	4.6%
7:30pm-8pm	n/a n=0	\$550.00 n=5	\$691.18 n=17	25.7%
11pm-1135pm	n/a n=0	\$650.00 n=11	\$892.68 n=41	37.3%
11:30pm-1am	n/a n=0	\$225.00 n=1	\$337.50 n=2	50.0%
11:35pm-12:35am	n/a n=0	\$175.00 n=4	\$286.56 n=16	63.7%

## WISC

Market (Rank): Madison (86)  
 Network Affiliation: CBS  
 Owner: Morgan Murphy Stations  
 Political Ad Sales, 2002: 3,693 ads at a cost of \$1,232,076  
 No. of Ads Analyzed: 533



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$321.16	\$539.15	\$615.91	91.8%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5:28am-5:55am	\$150.00 <i>n=9</i>	\$150.00 <i>n=5</i>	\$150.00 <i>n=10</i>	0.0%
Weekdays, 5:58am-7:00am	\$200.00 <i>n=15</i>	\$500.00 <i>n=3</i>	\$411.76 <i>n=17</i>	105.9%
Saturdays, 5:58am-8:00am	\$50.00 <i>n=2</i>	\$50.00 <i>n=1</i>	\$60.00 <i>n=5</i>	20.0%
Weekdays, 7:00am-9:00am	\$100.00 <i>n=15</i>	\$150.00 <i>n=7</i>	\$150.00 <i>n=24</i>	50.0%
Sundays, 7:58am-9:30am	\$150.00 <i>n=2</i>	\$400.00 <i>n=2</i>	\$400.00 <i>n=4</i>	166.7%
Weekdays, 9:00am-10:00am	\$32.14 <i>n=14</i>	\$30.00 <i>n=5</i>	\$60.00 <i>n=18</i>	86.7%
Weekdays, 9:58am-11:00am	\$100.00 <i>n=5</i>	\$300.00 <i>n=3</i>	\$235.71 <i>n=14</i>	135.7%
Weekdays, 12:15pm-12:30pm	\$300.00 <i>n=10</i>	\$400.00 <i>n=4</i>	\$400.00 <i>n=18</i>	33.3%
Weekdays, 12:28pm-3:00pm	\$100.00 <i>n=5</i>	\$150.00 <i>n=5</i>	\$150.00 <i>n=13</i>	50.0%
Weekdays, 3:58pm-5:00pm	\$200.00 <i>n=8</i>	\$500.00 <i>n=1</i>	\$355.26 <i>n=19</i>	77.6%
Weekdays, 5:15pm-5:30pm	\$350.00 <i>n=13</i>	\$1000.00 <i>n=3</i>	\$1000.00 <i>n=19</i>	185.7%
Sundays, 5:57pm-7:00pm	\$900.00 <i>n=2</i>	\$1500.00 <i>n=1</i>	\$1500.00 <i>n=3</i>	66.7%
Weekdays, 6:15pm-6:30pm	\$600.00 <i>n=13</i>	\$1400.00 <i>n=4</i>	\$1400.00 <i>n=21</i>	133.3%
Weekdays, 6:30pm-7:00pm	\$625.00 <i>n=12</i>	\$1400.00 <i>n=3</i>	\$1400.00 <i>n=4</i>	124.0%
Weekdays & Weekends, 10:15pm-10:35pm	\$600.00 <i>n=13</i>	\$1500.00 <i>n=5</i>	\$1000.00 <i>n=33</i>	66.7%
Weekdays, 10:35pm-11:38pm	\$400.00 <i>n=4</i>	\$600.00 <i>n=1</i>	\$415.38 <i>n=13</i>	3.8%
Sundays, 11:00pm-12:00m	\$30.00 <i>n=1</i>	\$60.00 <i>n=1</i>	\$60.00 <i>n=2</i>	100.0%

# WMTV

Market (Rank): Madison (86)  
 Network Affiliation: NBC  
 Owner: Gray Communications  
 Political Ad Sales, 2002: 4,474 ads at a cost of \$1,164,237  
 No. of Ads Analyzed: 842



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$205.04	\$259.40	\$301.37	47.0%

## EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5:00am-6:00am	\$35.00 <i>n=5</i>	\$100.00 <i>n=2</i>	\$60.00 <i>n=19</i>	71.4%
Weekdays, 5:58am-7:00am	\$140.56 <i>n=18</i>	\$160.00 <i>n=4</i>	\$150.00 <i>n=17</i>	6.7%
Saturdays, 6:00am-7:00am	\$20.00 <i>n=1</i>	\$20.00 <i>n=1</i>	\$20.00 <i>n=1</i>	0.0%
Weekdays, 6:58am-9:00am	\$181.25 <i>n=32</i>	\$300.00 <i>n=6</i>	\$300.00 <i>n=32</i>	65.5%
Weekdays, 9:00am-10:00am	\$76.43 <i>n=21</i>	\$150.00 <i>n=6</i>	\$100.00 <i>n=23</i>	30.8%
Weekdays, 10:00am-11:00am	\$48.18 <i>n=22</i>	\$60.00 <i>n=4</i>	\$70.00 <i>n=16</i>	45.3%
Weekdays, 2:00pm-3:00pm	\$15.00 <i>n=13</i>	\$25.00 <i>n=3</i>	\$30.00 <i>n=2</i>	100.0%
Weekdays, 3:00pm-4:00pm	\$35.26 <i>n=19</i>	\$50.00 <i>n=5</i>	\$70.00 <i>n=25</i>	98.5%
Weekdays, 4:00pm-4:30pm	\$54.62 <i>n=13</i>	\$70.00 <i>n=5</i>	\$85.58 <i>n=26</i>	56.7%
Weekdays, 4:30pm-5:00pm	\$62.50 <i>n=18</i>	\$75.00 <i>n=7</i>	\$103.46 <i>n=26</i>	65.5%
Weekdays, 5:15pm-5:30pm	\$159.55 <i>n=22</i>	\$228.57 <i>n=7</i>	\$193.52 <i>n=27</i>	21.3%
Weekdays, 6:15pm-6:30pm	\$253.91 <i>n=23</i>	\$260.00 <i>n=7</i>	\$334.62 <i>n=26</i>	31.8%
Saturdays, 6:15pm-6:30pm	\$98.33 <i>n=3</i>	\$125.00 <i>n=2</i>	\$136.25 <i>n=4</i>	38.6%
Weekdays, 6:30pm-7:00pm	\$489.13 <i>n=23</i>	\$450.00 <i>n=7</i>	\$590.00 <i>n=25</i>	20.6%
Saturdays, 6:30pm-7:00pm	\$175.00 <i>n=3</i>	\$225.00 <i>n=3</i>	\$427.50 <i>n=4</i>	144.3%
Weekdays & Weekends, 10:15pm-10:35pm	\$455.17 <i>n=29</i>	\$513.64 <i>n=11</i>	\$666.43 <i>n=35</i>	46.4%
Weekdays, 10:35pm-11:35pm	\$218.57 <i>n=21</i>	\$275.00 <i>n=7</i>	\$350.00 <i>n=14</i>	60.1%

# KELO

Market (Rank): Sioux Falls (112)  
 Network Affiliation: CBS  
 Owner: Young Broadcasting  
 Political Ad Sales, 2002: unknown  
 No. of Ads Analyzed: 1,367



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$116.21	\$187.69	\$233.28	100.7%

## EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5:01am-5:30am	\$7.50 <i>n=10</i>	\$22.50 <i>n=10</i>	\$29.50 <i>n=20</i>	293.3%
Weekdays, 5:31am-5:57am	\$40.00 <i>n=6</i>	\$75.00 <i>n=8</i>	\$75.00 <i>n=21</i>	87.5%
Weekdays, 5:58am-7:00am	\$73.89 <i>n=18</i>	\$53.00 <i>n=25</i>	\$124.67 <i>n=60</i>	68.7%
Saturdays, 6:01am-8:00am	\$30.00 <i>n=2</i>	\$77.50 <i>n=4</i>	\$73.33 <i>n=9</i>	144.4%
Sundays, 6:58am-8:00am	\$27.50 <i>n=2</i>	\$57.50 <i>n=2</i>	\$100.00 <i>n=2</i>	263.6%
Weekdays, 7:01am-9:00am	\$34.69 <i>n=32</i>	\$76.00 <i>n=25</i>	\$97.00 <i>n=55</i>	179.6%
Saturdays, 8:01am-10:00am	\$40.00 <i>n=2</i>	\$61.67 <i>n=3</i>	\$103.57 <i>n=7</i>	158.9%
Sundays, 8:01am-9:27am	\$65.00 <i>n=3</i>	\$92.50 <i>n=4</i>	\$117.14 <i>n=7</i>	80.2%
Weekdays, 9:01am-9:30am	\$27.92 <i>n=12</i>	\$76.47 <i>n=17</i>	\$82.69 <i>n=26</i>	196.2%
Weekdays, 10:01am-10:57am Price is Right	\$100.00 <i>n=5</i>	\$100.00 <i>n=5</i>	\$150.00 <i>n=18</i>	50.0%
Weekdays, 10:58am-12:00n The Young & the Restless	\$64.29 <i>n=7</i>	\$106.82 <i>n=11</i>	\$124.11 <i>n=28</i>	93.0%
Weekdays, 12:01pm-12:30pm	\$56.25 <i>n=16</i>	\$80.00 <i>n=12</i>	\$128.00 <i>n=30</i>	127.6%
Weekdays, 4:28pm-4:57pm Access Hollywood	\$40.00 <i>n=2</i>	\$15.00 <i>n=5</i>	\$20.00 <i>n=7</i>	-50.0%
Weekdays, 4:58pm-5:30pm News	\$100.00 <i>n=23</i>	\$150.45 <i>n=22</i>	\$227.66 <i>n=32</i>	127.7%
Sundays, 5:58pm-6:57pm	\$266.67 <i>n=3</i>	\$800.00 <i>n=1</i>	\$575.00 <i>n=6</i>	115.6%
Weekdays, 6:01pm-6:30pm	\$193.33 <i>n=18</i>	\$378.57 <i>n=21</i>	\$430.78 <i>n=32</i>	122.8%
Saturdays, 6:01pm-6:30pm	\$120.00 <i>n=3</i>	\$132.00 <i>n=5</i>	\$167.50 <i>n=6</i>	39.6%
Weekdays, 6:31pm-6:56pm Entertainment Tonight	\$108.33 <i>n=12</i>	\$238.24 <i>n=17</i>	\$265.15 <i>n=34</i>	144.8%
Weekdays, 9:58pm-10:32pm News	\$269.57 <i>n=23</i>	\$383.33 <i>n=18</i>	\$530.42 <i>n=36</i>	96.8%
Saturdays, 10:01pm-10:30pm News	\$153.33 <i>n=3</i>	\$238.00 <i>n=5</i>	\$301.25 <i>n=8</i>	96.5%

Sundays, 9:58pm-10:30pm News	\$50.00 <i>n=2</i>	\$350.00 <i>n=5</i>	\$429.17 <i>n=6</i>	758.3%
Saturdays, 10:31pm-11:30pm	\$25.00 <i>n=1</i>	\$75.00 <i>n=2</i>	\$129.17 <i>n=6</i>	416.7%
Weekdays, 10:36pm-11:37pm Letterman	\$105.56 <i>n=9</i>	\$125.45 <i>n=22</i>	\$180.32 <i>n=31</i>	70.8%

## KTVN

Market (Rank): Reno (114)  
 Network Affiliation: CBS  
 Owner: Sarkes Tarzian Inc.  
 Political Ad Sales, 2002: unknown  
 No. of Ads Analyzed: 1,520



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$149.95	\$125.82	\$193.75	29.2%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays, 5:27am-7:00am	\$58.08 <i>n=13</i>	\$44.00 <i>n=10</i>	\$73.10 <i>n=158</i>	25.9%
Weekdays, 6:57am-9:00am	\$25.00 <i>n=3</i>	\$32.27 <i>n=11</i>	\$50.53 <i>n=114</i>	102.1%
Weekdays, 8:57am-10:00am	\$70.00 <i>n=5</i>	\$45.00 <i>n=6</i>	\$40.00 <i>n=22</i>	-42.9%
Weekdays, 10:57am-12:00pm	\$70.00 <i>n=4</i>	\$55.00 <i>n=12</i>	\$74.23 <i>n=26</i>	6.0%
Weekdays, 4:57pm-5:30pm	\$165.00 <i>n=8</i>	\$161.47 <i>n=17</i>	\$185.69 <i>n=152</i>	12.5%
Weekdays, 5:27pm-6:00pm	\$191.67 <i>n=18</i>	\$188.24 <i>n=17</i>	\$227.27 <i>n=110</i>	18.6%
Weekdays & Weekends, 6:27pm-7:00pm	\$193.39 <i>n=31</i>	\$189.13 <i>n=23</i>	\$231.09 <i>n=160</i>	19.4%
Weekdays & Weekends, 11:00pm-11:35pm	\$135.42 <i>n=12</i>	\$169.57 <i>n=23</i>	\$171.34 <i>n=116</i>	26.5%



## KOLO

Market (Rank): Reno (114)  
 Network Affiliation: ABC  
 Owner: Gray Television  
 Political Ad Sales, 2002: unknown  
 No. of Ads Analyzed: 1,750



	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Average cost of a 30-second candidate ad	\$120.82	\$245.32	\$284.96	135.9%

### EXAMPLES

Time/Program <i>as identified on station contracts</i>	Period 1 (Aug 26-Sept 1)	Period 2 (Sept 23-Sept 29)	Period 3 (Oct 28-Nov 4)	% Increase, Period 1 to 3
Weekdays & Weekends, 11-11:35pm	\$124.79 <i>n=24</i>	\$258.89 <i>n=9</i>	\$244.55 <i>n=121</i>	96.0%
Weekdays, 11:35pm-12:06am	\$45.00 <i>n=3</i>	\$105.00 <i>n=5</i>	\$115.76 <i>n=33</i>	157.2%
Weekdays, 4-5pm	\$100.00 <i>n=5</i>	\$100.00 <i>n=6</i>	\$164.20 <i>n=69</i>	64.2%
Weekdays, 5:30-6am	\$40.00 <i>n=3</i>	\$100.00 <i>n=6</i>	\$109.02 <i>n=51</i>	172.6%
Weekdays, 5:30-6pm	\$220.00 <i>n=4</i>	\$300.00 <i>n=12</i>	\$362.97 <i>n=101</i>	65.0%
Weekdays, 5-5:30pm	\$160.00 <i>n=4</i>	\$304.00 <i>n=10</i>	\$318.52 <i>n=88</i>	99.1%
Weekdays & Weekends, 6:30-7pm	\$218.13 <i>n=24</i>	\$369.44 <i>n=9</i>	\$416.44 <i>n=125</i>	90.9%
Weekdays, 6-7am	\$76.45 <i>n=31</i>	\$101.25 <i>n=16</i>	\$180.97 <i>n=139</i>	136.7%
Weekdays, 7:30-8pm	\$175.00 <i>n=2</i>	\$550.00 <i>n=10</i>	\$509.72 <i>n=36</i>	191.3%
Weekdays, 7-7:30pm	\$190.00 <i>n=4</i>	\$575.00 <i>n=11</i>	\$570.93 <i>n=43</i>	200.5%
Weekdays, 7-9am	\$83.57 <i>n=28</i>	\$126.67 <i>n=15</i>	\$173.03 <i>n=155</i>	107.0%
Weekdays, 9-10am	\$40.00 <i>n=1</i>	\$60.00 <i>n=11</i>	\$71.46 <i>n=96</i>	78.7%



# Appendix: Political Ad Sales in 2002

## Top 25 Stations, by political ad sales in 2002

Station	Market	Market Rank	Political Ad Sales, 2002
WNBC	New York	1	\$22,015,522.00
WABC	New York	1	\$19,679,660.00
WCBS	New York	1	\$18,008,615.00
KABC	Los Angeles	2	\$17,485,790.00
KNBC	Los Angeles	2	\$17,303,147.00
WLS	Chicago	3	\$15,579,497.00
KXAS	Dallas/Fort Worth	7	\$12,922,871.00
KCBS	Los Angeles	2	\$11,860,655.00
WMAQ	Chicago	3	\$10,825,445.00
WHDH	Boston	6	\$10,274,328.00
KHOU	Houston	11	\$10,242,499.00
WPVI	Philadelphia	4	\$9,686,291.00
KUSA	Denver	18	\$9,567,387.00
KCAL	Los Angeles	2	\$9,391,672.00
WCCO	Minneapolis/St. Paul	14	\$9,350,100.00
KTRK	Houston	11	\$9,344,489.00
WDIV	Detroit	10	\$9,337,916.00
WSB	Atlanta	9	\$9,209,143.00
KPNX	Phoenix	16	\$8,765,679.00
WFAA	Dallas/Fort Worth	7	\$8,501,852.00
KPRC	Houston	11	\$8,311,313.00
WXYZ	Detroit	10	\$8,297,202.00
KGO	San Francisco/Oakland	5	\$8,143,459.00
WBZ	Boston	6	\$7,974,266.00
WXIA	Atlanta	9	\$7,852,509.00

## Top 25 Markets, by political ad sales in 2002

Market	Market Rank	Political Ad Sales, 2002
New York	1	\$81,849,943.00
Los Angeles	2	\$71,254,017.00
Chicago	3	\$43,902,844.00
Boston	6	\$37,125,771.00
Dallas/Fort Worth	7	\$36,307,377.00
San Francisco/Oakland	5	\$34,025,149.00
Houston	11	\$33,195,767.00
Atlanta	9	\$28,991,893.00
Detroit	10	\$26,486,230.00
Philadelphia	4	\$26,049,861.00
Washington DC	8	\$25,378,883.00
Minneapolis/St. Paul	14	\$25,146,719.00
Denver	18	\$24,418,543.00
Phoenix	16	\$23,733,014.00
Pittsburgh	21	\$16,151,160.00

Sacramento	19	\$14,226,121.00
St. Louis	22	\$14,216,711.00
Miami/Fort Lauderdale	17	\$13,878,830.00
San Diego	26	\$13,394,067.00
Kansas City	33	\$12,905,391.00
Hartford/New Haven	27	\$12,879,409.00
Austin	54	\$12,878,409.00
Orlando	20	\$11,714,652.00
San Antonio	37	\$11,365,994.00
Albuquerque	49	\$10,575,349.00

### Top 25 Station Groups, by political ad sales in 2002

Station Group	No. of Stations	Political Ad Sales, 2002
Viacom/CBS	39	\$114,730,887.00
NBC	29	\$108,007,291.00
ABC	10	\$86,940,844.00
Fox Television	37	\$70,713,958.00
Gannett	22	\$69,242,271.00
Hearst-Argyle	34	\$57,859,090.00
A.H. Belo Corporation	19	\$46,389,271.00
Cox Broadcasting	15	\$31,551,925.00
Post-Newsweek	6	\$28,929,678.00
Tribune	27	\$25,480,805.00
Meredith Broadcasting	11	\$23,458,034.00
LIN Television	26	\$21,448,204.00
Scripps	10	\$21,150,344.00
Sinclair Broadcast Group	62	\$20,288,245.00
Raycom Media	34	\$18,649,166.00
Allbritton Communications	8	\$15,507,063.00
Emmis Communications	16	\$14,658,742.00
Young Broadcasting	15	\$14,485,338.00
Univision Television	36	\$14,219,377.00
The New York Times Company	8	\$13,579,042.00
Media General	26	\$13,419,643.00
Sunbeam Television Corp.	2	\$12,773,290.00
Hubbard Broadcasting	13	\$11,541,184.00
Clear Channel Communications	35	\$10,665,415.00
Gray Communications	35	\$10,159,476.00

Source: Campaign Media Analysis Group (CMAG). CMAG is a for-profit research firm that tracked political ad spending on television stations in the top 100 media markets in 2002.

# **Alliance for Better Campaigns**

1990 M Street NW, Suite 200  
Washington, DC 20036  
202.659.1300 tel  
202.659.1743 fax  
[www.bettercampaigns.org](http://www.bettercampaigns.org)

**Meredith McGehee**  
Executive Director

**Matt Farrey**  
Associate Director

**Dawn Holian**  
Research Director

**Kendra Crowley**  
Program Assistant

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Institute for the Study of Civic Values (Pennsylvania)  
League of Women Voters of Georgia  
League of Women Voters of Los Angeles  
League of Women Voters of Nevada  
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League of Women Voters of South Dakota  
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Ohio Citizen Action  
South Carolina Voters for Clean Elections  
Texans for Public Justice  
University of North Carolina at Chapel Hill  
Utah Progressive Network  
Washington State PIRG  
Wisconsin Democracy Campaign

## The *Our Democracy, Our Airwaves Act*: Bill Summary

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The bill amends the Communications Act of 1934 to establish minimum air time requirements on television and radio stations for candidate-centered and issue-centered programming prior to primary and general elections; to establish a voucher system for the purchase of commercial broadcast air time for political advertisements, financed by an annual spectrum use fee on all broadcast license holders; and to revise and expand the lowest unit cost provision applicable to political campaign advertisements.

### **Minimum Time Requirements for Candidate and Issue-Centered Programming**

The bill requires that, as a part of their public interest obligation, all radio and television broadcast stations must air a minimum of two hours per week of candidate-centered or issue-centered programming for a total of six weeks preceding a primary or general federal election, at least four of which must be immediately preceding the general election. Half these segments must air between 5 p.m. and 11:35 p.m., and no segment that airs between midnight to 6 a.m. will count toward meeting this requirement.

"Candidate-centered programming" refers to debates, interviews, candidates statements and other news or public affairs formats that provide for a discussion of issues by candidates; it does not include paid political advertisements. "Issue-centered programming" refers to debates, interviews and other formats that provide for a discussion of ballot measures on the ballot in the forthcoming election. It does not include paid political ads.

Within these guidelines, stations will retain complete editorial control over the segments that make up the two hours per week of programming. Stations will decide, for example, the placement and duration of each segment, the number of segments, and the mix of local, state and federal races covered in the segments.



## Political Advertisement Voucher Program

The bill creates a voucher program for the purchase of paid political advertising on broadcast stations. The total cost of the voucher program is set at \$750 million in the 2004 election year, and will be indexed to rise with inflation in ensuing federal election years. The vouchers will be financed by a spectrum use fee of not less than 0.5 percent and not more than one percent on the gross annual revenues of broadcast license holders.

### Eligibility for Vouchers

- **Candidates:** Candidates for federal office – the U.S. House of Representatives, the U.S. Senate and the Presidency – will be eligible for an aggregate total of up to \$650 million in vouchers in each election.
- **Political Parties:** National committees of political parties – including the Democratic Party, the Republican Party and any other party that meets qualifying thresholds – will be eligible for an aggregate total of up to \$100 million in vouchers in each two year federal election cycle.

### Qualifying Thresholds

- **U.S. House:** In order to qualify for vouchers, a candidate for U.S. House of Representatives must raise at least \$25,000 in contributions from individuals, not counting any amount in excess of \$250 received from any individual. In addition, the candidate must agree not to spend more than \$125,000 in personal or immediate family funds on the House campaign; and the candidate must face at least one opponent who has raised or spent at least \$25,000 on the campaign.
- **U.S. Senate:** In order to qualify for vouchers, a candidate for U.S. Senate must raise at least \$25,000 in contributions from individuals, not counting any amount in excess of \$250 received by any individual, multiplied by the number of U.S. Representatives from the state in which the Senate candidate is seeking election. In addition, the candidate must agree not to spend more than \$500,000 in personal or immediate family funds on the campaign; and the candidate must face at least one opponent who has raised or spent at least \$25,000 on the campaign, multiplied by the number of U.S. Representatives from the state in which the Senate candidate is seeking election.
- **Presidential candidates:** Candidates will qualify to receive broadcast vouchers in the same way they qualify to receive partial public financing for their primary election campaigns and full public financing for their general election campaigns.

- **Political Parties:** The two major national parties qualify by virtue of their designation as parties, as defined in the Federal Election Campaign Act of 1971. Minor parties qualify for a proportionate share of party vouchers once they field candidates in at least 22 U.S. House races or five U.S. Senate races, and once these candidates have been certified as eligible to receive candidate vouchers. Once a "minor party" fields candidates in at least 218 House races or 17 U.S. Senate races and these candidates meet qualifications to receive vouchers, the party is entitled to receive a full major party share of vouchers in that election cycle.

#### Amounts and Limits on Candidate Vouchers

- **U.S. House:** Once they have qualified, U.S. House candidates will receive \$3 in broadcast vouchers for every \$1 they receive in individual contributions during the election cycle, not counting any amount in excess of \$250 received from any individual. No House candidate can receive more than \$375,000 in vouchers in any election cycle. Candidates must use their vouchers in the election cycle in which they are earned; the candidate vouchers expire on the day of the general election.
- **U.S. Senate:** Once they have qualified, U.S. Senate candidates will receive \$3 in vouchers for every \$1 they receive in individual contributions during the election cycle, not counting any amount in excess of \$250 received from any individual. No Senate candidate can receive more than \$375,000 in vouchers in any election cycle, multiplied by the number of Representatives from the State in which the candidate is seeking election. Candidates must use their vouchers in the election cycle in which they are earned; the candidate vouchers expire the day of the election.
- **Presidential candidates:** Candidates for their party's presidential nomination will receive \$1 in broadcast vouchers for every \$1 they receive in federal matching funds under the presidential public financing system. Candidates for presidency in the general election will receive 50 cents in vouchers for every \$1 they receive in federal funds. The use of these vouchers will not count against the expenditure limits in the presidential public financing system. The presidential voucher system will not go into effect until the 2008 campaign.

#### Exchange of Vouchers

Any candidate who receives a voucher but does not wish to use it to purchase a broadcast ad may transfer the right to use the voucher to his or her political party in exchange for money in an amount equal to the cash value of the voucher. The party may use these vouchers to broadcast its own ads, or to broadcast ads on behalf of any candidate for local, state or federal office.

#### Conditions on Party Use of Vouchers

When a party uses its vouchers to run ads on behalf of a candidate, that use is considered a contribution to the candidate and must conform to all relevant



campaign finance laws. Unlike candidate vouchers, party vouchers do not expire on the day of a federal general election. A party voucher may be used for political ads until December 31st of the year following the year in which the voucher was issued to the party.

#### Redemption of Vouchers

Each voucher disbursed to candidates and parties shall have a value in dollars, redeemable upon presentation to the Federal Communications Commission. A radio or television broadcasting station shall accept vouchers in payment for the purchase of political ads. The station will then submit the vouchers to the Commission, which shall redeem the vouchers for cash, using funds from a Political Advertising Voucher Account.

#### Political Advertising Voucher Account Funded by a Spectrum Use Fee

The Federal Communication Commission shall create a Political Advertising Voucher Account and fund it by assessing an annual spectrum use fee on commercial television and radio broadcasting stations, based on a percentage of their gross revenues, in an amount necessary to carry out the provisions of this bill. The fee will be set at a rate not less than 0.5 percent and not more than one percent of a broadcasting station's gross annual revenues. Revenues collected in this manner will also be used to pay for the administrative costs incurred by both the Federal Communications Commission and the Federal Election Commission as they implement this legislation.

#### Administration of Program

The Federal Communications Commission shall prescribe regulations necessary to carry out the provisions of this legislation, including the lowest unit charge provision, the minimum air time requirement, the political advertising voucher account and the spectrum use fee. The FCC will consult with the Federal Election Commission in prescribing regulations that relate to the eligibility of candidates and parties for broadcast vouchers.

### **Advertising Rates for Political Candidates and Parties**

The bill amends the current Lowest Unit Charge provision of Section 315(b) of the Communications Act (which requires stations to provide candidates, and national political parties which advertise on behalf of a candidate, with the "lowest unit charge" in the period 45 days before a primary election and 60 days before a general election) by prohibiting stations from preempting the advertisements purchased at the lowest unit charge by candidates, or parties on behalf of a candidate, except in circumstances beyond a station's control.

## Questions & Answers About the *Our Democracy, Our Airwaves Act*

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### What does the *Our Democracy, Our Airwaves Act* do?

This bill:

- requires that television and radio stations, as part of the public interest obligation they incur when they receive a free broadcast license, air at least two hours a week of candidate-centered or issue-centered programming during the period before elections;
- enables qualifying federal candidates and national parties to receive up to \$750 million worth of broadcast vouchers that can be used to place political advertisements on television and radio stations in each two year election cycle. The voucher system will be financed by a spectrum use fee of not more than one percent of the gross annual revenues of broadcast license holders; and
- closes loopholes in the “lowest unit cost” provision in order to ensure that candidates receive the same advertising rates that stations give to their high-volume, year-round advertisers.

The bill is co-sponsored by Senators John McCain [R-Ariz.], Russell Feingold [D-Wisc.] and Richard Durbin [D-Ill.]. See our “Bill Summary” fact sheet for more specifics on the proposed legislation.

### Isn't this just a perk for politicians?

The vouchers are an effort to reduce the cost of campaign communication by providing qualifying candidates with a limited number of free ads. But candidates must earn these vouchers by raising small dollar contributions.

If anyone gets a “perk” from the *Our Democracy, Our Airwaves Act*, it's the public. Citizens get an electoral system in which ideas matter more than money. They get more information and a wider range of electoral choices.





### **Won't vouchers for political ads mean more ads on the air at election time?**

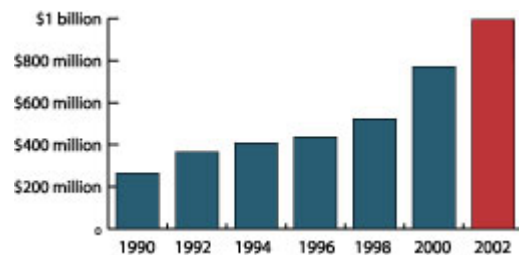
For better or worse, candidates believe that 30-second ads are the best way to communicate their message to voters. Under the *Our Democracy, Our Airwaves Act*, more candidates will have an opportunity to place ads on the air. Under existing law, broadcasters are required to provide "reasonable" but not "unlimited" access to the airwaves to federal candidates who want to run ads. The finite nature of broadcasters' ad inventory will limit the increase in the number of political ads.

### **Don't candidates spend most of the money they raise on travel and staff salaries?**

In 2000, Senate candidates spent an average of 52 percent of their budgets on broadcast media. In *contested* House races the numbers are often very similar. In 2002, more than \$1 billion was spent on political advertising – double the amount spent in 1998, the last midterm election. There is no doubt that the high cost of television advertising is the main reason behind the explosion in the costs of campaigns. It forces our elected officials to have to raise enormous amounts of money, makes it impossible for many potential candidates to compete and drives the public away from participation in the democratic process.

#### ***Television's Rising Fortunes***

Political Ad Sales, 1990-2002, in millions



Television stations took in an estimated \$1 billion from political ad sales in 2002. In 2000, one quarter of all political dollars spent in all campaigns went to broadcasters. In competitive races, the figure was more than 50%.

### **Why are broadcasters being singled out? Why not require newspapers to provide free ads and airlines to provide free flights?**

The broadcast industry is the only vendor to the political process that uses a publicly-owned asset – the electromagnetic spectrum – that it has been granted free of charge on condition that it serve the public interest. It receives unique benefits and under law can be asked to make good on unique obligations.

### **Isn't this a special tax on broadcasters?**

No. If the spectrum were to be auctioned off to television and radio broadcasters – the way it is to cell phone companies – it would generate more than \$367 billion for the public treasury, according to leading economists. Broadcasters have never paid a single penny for their exclusive rights to use our public airwaves. But they certainly enjoy the 30, 40 and even 50 percent profit margins they earn annually, according to a recent FCC study. No other industry receives such a perk. We certainly don't grant commercial logging companies free and exclusive rights to use our national forests for their profit. This is a sweetheart deal for the broadcasters, and a raw deal for the American public.

### **Is this bill constitutional? Would the “two-hour rule” violate broadcasters’ First Amendment rights? Would the vouchers constitute a “taking” of property without just compensation, a violation of the Fifth Amendment?**

More than 70 years of legislation, regulation and court rulings strongly uphold the constitutionality of the *Our Democracy, Our Airwaves Act*. In a landmark ruling in 1969, the Supreme Court held that when the government regulates access to the spectrum, it must balance the First Amendment rights of broadcasters against the First Amendment rights of the public, and that when these rights come into conflict, the rights of the public are “paramount.” The court reasoned that “it is the purpose of the First Amendment to preserve an uninhibited marketplace of ideas...rather than to countenance the monopolization of the market,” and thus, it is “the right of the viewers and listeners, not the right of the broadcasters, which is paramount.” As for the Fifth Amendment “takings” argument, the courts have long held that broadcasters have no “property interest” as a result of their licenses to use the airwaves, and thus there could be no takings. See our “Constitutional Arguments” fact sheet for more details on these court cases.

### **Does the public support free air time?**

There have been at least six independent polls taken since 1982 that demonstrate substantial public support for various types of free air time for candidates. A 2002 Pew Research Center poll found 73 percent of the public favors free air time for candidates to discuss issues. Also, in a series of 44 forums with more than 1,400 participants in 2001, the National Issues Forums found widespread support and enthusiasm for free air time for political candidates. The citizen participants saw it as a way to “level the playing field” and give them an opportunity to hear directly from candidates.

### **Why was the level of vouchers set at \$750 million?**

During the 2002 election cycle, \$1 billion was spent on political advertising on television and radio; of this amount, approximately \$750 million was spent by candidates and parties.

### **Will a spectrum use fee set at between 0.5 percent and 1 percent of broadcasters' gross annual revenues be sufficient to generate \$750 million in vouchers per two year cycle?**

Yes, according to the BIA Financial Network, Inc., television and radio license holders take in approximately \$60 billion a year in gross annual revenues, meaning that a fee of .625 percent would generate \$750 million per two year cycle.

### **Don't broadcasters already air a lot of election coverage?**

Fewer than one in four newscasts aired in late September and October of this year contained any mention of the election, according to the Norman Lear Center at the University of Southern California. In 2000, 71 percent of the election coverage on network news dealt only with the "horse race" of the campaign rather than its substance, and the typical local station devoted just 45 seconds to candidate issue coverage. Numerous other academic studies have detailed how little coverage of the candidates and issues can be found on local television

Broadcasters have also been cutting back on their coverage of debates. During the 2000 primaries only two of the 22 presidential debates were aired on a network in prime time. And, for the first time, two major networks – NBC and Fox – chose to air sports and entertainment programming instead of a presidential debate. Also in 2000, the Committee for the Study of the American Electorate found that just one-fifth of the gubernatorial, senatorial and congressional debates held were aired by a network-affiliated local television station.

### **What happens when candidates turn down offers to appear in debates or interviews?**

Both candidates and broadcasters want to control what voters see and hear about campaigns. The *Our Democracy, Our Airwaves Act* addresses both sides of this issue. Candidates are able to use their vouchers (which are earned by raising small dollar donations) to buy ads on the broadcast stations of their choice.



Broadcasters can use the format of their choice to air two hours per week of candidate or issue discussion.

It's true that risk-averse candidates — especially frontrunners — sometimes view television exposure as too important to be left to anything but their 30-second spots. But under the *Our Democracy, Our Airwaves Act*, broadcasters would go forward with the segments even if the frontrunner stays home. That should cut down on the number of no-shows.

**What safeguards exist to ensure that broadcasters will use the time to cover all candidates fairly?**

Under the Equal Opportunity Rule, broadcasters have considerable latitude in deciding which “bona fide news events” (such as debates, mini-debates, candidate issue statements, interviews, etc) to cover. However, stations must have pre-established, clear, objective written criteria upon which to base those decisions. The criteria can include standing in the polls, the party's or candidate's track record in previous election, etc., and must be applied evenly to all candidates. The decision to carry any news event must be the result of good faith news judgment and not based on partisan purposes. See our “Reasonable Access and Equal Opportunity Rules” fact sheet for more details on these issues.

**Why doesn't the *Our Democracy, Our Airwaves Act* apply to cable?**

Cable operators do not use the scarce public airwaves and do not have broadcast licenses. Instead, they negotiate with and pay fees to state and local governments to provide cable programming. Often those deals include requirements that cable companies serve the community by providing public access channels. Television and radio broadcasters, on the other hand, have never paid for their free and exclusive licenses to use our public airwaves. Instead, they agree to use the airwaves to serve the public interest – which should certainly include providing information about candidates at election time.

Also, the slice of political advertising budgets that goes to cable, while on the rise, is still well below 10 percent. For the foreseeable future, most candidates who advertise will continue to want to reach the broad audience that only broadcast television delivers.

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# *The **Our Democracy, Our Airwaves Act** Is Constitutional*

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## **Broadcasters Are Public Trustees**

It is undisputed that when a broadcaster accepts its franchise — that is, the free and exclusive use of a part of the public airwaves — that franchise is burdened by enforceable public obligations.<sup>1</sup> The relationship renders broadcasters public trustees “given the privilege of using scarce radio frequencies as proxies for the entire community [and] obligated to give suitable time and attention to matters of great public concern.”<sup>2</sup> As a part of their license, the broadcasters are charged with serving the “public interest.” Because they are the trustees of a resource that is crucial for the functioning of our democratic process, the broadcasters have a particular obligation to present political broadcasting. A requirement that they provide free time for political broadcasts is a valid and reasonable regulation of the public interest obligation.

## **Broadcasters Have Enforceable Public Interest Obligations**

In understanding the broadcasters’ role as “trustee,” it is instructive to understand not just the history of the concept, but also the extent of broadcasters’ benefit from this role and the repeated, explicit link between their preferred positions and their obligation to serve the public interest. Broadcasters have always received a very valuable resource — a license to use the electromagnetic spectrum without interruption — for free. The 1934 Act established that licensees’ use of the electromagnetic spectrum could be granted or renewed only after a determination that “the public interest, convenience, and necessity will be served.”<sup>3</sup> Despite changes in the regulatory structure that have allowed licenses for other parts of the spectrum to be sold or auctioned by the government, the promise to serve the public interest remains the broadcasters “consideration” for their license.

Time and changing technology have not altered rules of the trustee relationship. With the Telecommunications Act of 1996, Congress affirmed and, in a sense, expanded this unique relationship. Congress granted existing broadcast license holders exclusive rights to the additional spectrum space that would be created by the transition to digital television. Congress explicitly limited all licenses to existing license holders, eschewing the opportunity to auction the spectrum space.<sup>4</sup> Again, instead of requiring broadcasters to pay for this expansion of their franchise, the government premised the award on the broadcasters' "obligation to serve the public interest, convenience, and necessity."<sup>5</sup> Congress has explicitly exempted these new channels from the authority it has given the Commission to auction broadcast licenses in the future.<sup>6</sup>

### **Political Broadcasting Is at the Core of Public Interest Obligations**

Just as there can be no doubt that the broadcasters have a public interest obligation, it is indisputable that presenting programming on politics and public issues is at the core of the obligation. Along with children's broadcasting, political broadcasting is the one area where Congress and the Commission have demonstrated a specific concern about the broadcasters' performance under the public interest standard.

Since the beginning of modern broadcasting, the Commission has asserted that the "public interest" requires that television be used to develop an "informed public opinion through the (public) dissemination of news and ideas concerning the vital issues of the day."<sup>7</sup> In application, the law's concern with creating an "informed public opinion" has emphasized the importance of political debate, specifically political debate during campaigns. The Commission has long recognized that "political broadcasting" was one of the "basic elements necessary to meet the public interest, needs and desires of the community."<sup>8</sup>

Congress has instituted a number of requirements, demonstrating that it also considers political broadcasting to be at the core of the broadcasters' public interest obligation. First, when a broadcaster permits any political candidate (federal, state, or local) to use its broadcasting station, the broadcaster must provide "equal opportunities to all other such candidates for that office."<sup>9</sup> Indeed, this equal opportunity requirement has been a part of the law since 1927. Second, Section 312(a)(7) obligates broadcasters, as a condition of their licenses, to "allow reasonable access to or to permit purchase" of broadcast time by legally qualified candidates for federal office. Third, when a

broadcaster sells time to candidates during specified periods preceding primary and general elections, the rate must be set at “the lowest unit charge of the station for the same class and amount of time for the same period.”<sup>10</sup>

The general public interest standard and each of these specific statutory requirements “reflect the importance attached to the use of public airwaves by political candidates.”<sup>11</sup> The purpose of the political broadcasting mandate as it exists in the public interest standard and the statutory requirements is to “facilitate political debate over radio and television.”<sup>12</sup> A free time requirement would represent a substantial step toward assuring that broadcasters are fulfilling their public interest obligation and that the 1934 Act’s goal of creating an informed public is met.

### **Free Air Time Furthers Important First Amendment Values**

Both broadcasters and the public have First Amendment rights that must be balanced when the government seeks to regulate access to the spectrum.<sup>13</sup> The Supreme Court has long recognized that in striking the balance between the rights of the broadcasters and the public, the government must “seek to assure that the public receives through [the broadcast] medium, a balanced presentation of information on issues of public importance that otherwise might not be addressed if control of the medium were left entirely in the hands of those who own and operate broadcasting stations.”<sup>14</sup> In fact, in this area, it is the First Amendment rights of the public that are “paramount,”<sup>15</sup> and that should be “[the] foremost concern” of any regulation of the spectrum.<sup>16</sup> A free time requirement would further the important First Amendment values that underlie the 1934 Act’s public interest requirement and would ensure that the FCC’s regulatory scheme furthers the First Amendment rights of the public. In addition, a free time requirement would not unconstitutionally infringe on the First Amendment right of the broadcasters.

There is a powerful democratic interest in ensuring “that candidates have the . . . opportunity to make their views known so that the electorate may intelligently evaluate the candidates’ personal qualities before choosing among them on election day.”<sup>17</sup> Indeed, the nation’s most significant democratic debate takes place around elections — national, state, and local. It is during this time that issues come to the fore and are debated with specificity. And, obviously, it is during this time that the public chooses who will represent them in their government. The values at issue in enhancing the speech during the election season are “the essence of self-government.”<sup>18</sup>

When the government acts to facilitate candidate speech and the ability of the public to hear that speech, it is furthering an important First Amendment interest and, as such, is furthering an important and valid government interest. The Supreme Court has long recognized the government's interest in maintaining "the opportunity for free political discussion to the end that government may be responsive to the will of the people" as "a fundamental principle of our constitution."<sup>19</sup> "[T]he First Amendment has its fullest and most urgent application precisely to the conduct of campaigns for political office."<sup>20</sup> Recognizing the critical nature of the government's interest in furthering speech during elections, the Supreme Court has approved of "a congressional effort . . . to use public money to facilitate and enlarge public discussion and participation in the electoral process, goals vital to a self-governing people," even though the award of the money was linked with certain restrictions.<sup>21</sup>

Indeed, the Supreme Court's decisions in *Red Lion* and *CBS v. FCC* stress the First Amendment values of a regulation that enhances electoral speech. In considering the constitutionality of the fairness doctrine regulations, the Court in *Red Lion* extolled the rule's contribution to robust political debate and emphasized the government's role in furthering the "First Amendment goal of producing an informed public capable of conducting its own affairs."<sup>22</sup> Similarly in *CBS v. FCC*, the Court's finding that the reasonable access requirements enhanced the flow of information during campaigns and furthered the First Amendment interests of the "candidates and voters" was critical to its decision to uphold the rule.<sup>23</sup>

## **Free Air Time Does Not Restrict the First Amendment Rights of Broadcasters**

Of course broadcasters have First Amendment rights relating to their broadcasts, and the government — both the Commission and Congress — must respect those rights. But because of the unusual relationship between the government and broadcasters, the regulation of the broadcast industry presents an "unusual order of First Amendment values."<sup>24</sup> For instance, it is widely recognized that "efforts to 'enhance the volume and quality of coverage' of public issues through regulation of broadcasting may be permissible where similar efforts to regulate print media would not be."<sup>25</sup> Simply put, broadcasters have "no unabridgeable First Amendment right to broadcast comparable to the right of every individual to speak, write, or publish."<sup>26</sup>

The scope of broadcasters' First Amendment rights as limited by their trustee position — their bargain with the government — is highlighted in the Supreme Court decisions in this area. "There is *nothing* in the First Amendment which prevents the government from requiring a licensee to share his frequency with others" (emphasis added).<sup>27</sup> The "licensee must balance what it might prefer to do as a private entrepreneur with what it is required to do as a 'public trustee.'"<sup>28</sup> It is not a violation of the First Amendment to require licensees, public trustees "given the privilege of using scarce radio frequencies," to act "as proxies for the entire community, obligated to give suitable time and attention to matters of great public concern."<sup>29</sup>

In considering whether a reasonable free time requirement would be an unconstitutional infringement of broadcaster speech, it is instructive to consider the concept in its historical and factual context by looking to the broadcasting regulations that the Supreme Court has already upheld as constitutional. In *Red Lion*, the Court found that the restrictions of the fairness doctrine did not result in an unconstitutional infringement on broadcasters' First Amendment rights, even though the rules forced broadcasters to afford opportunities for replies to political editorials and personal attacks aired by the stations.<sup>30</sup> Indeed, the rules required broadcasters to seek out those attacked and if the subject of the attack could not pay for the response time, it had to be provided for free. The Court upheld the rule despite the broadcasters' insistence that it unreasonably burdened their editorial discretion.

In *CBS v. FCC*, the Court upheld a requirement that created an "affirmative, promptly enforceable right of reasonable access" to broadcast stations for federal political candidates.<sup>31</sup> In addition, the Commission — not the broadcasters — had the authority to determine when a political campaign had begun, triggering the right to access.<sup>32</sup> The Supreme Court found that these requirements did not violate "the First Amendment rights of broadcasters by unduly circumscribing their editorial discretion,"<sup>33</sup> but "properly balanced the First Amendment rights of federal candidates, the public, and broadcasters."<sup>34</sup>

### **Free Air Time Does Not Constitute a Fifth Amendment "Takings"**

Because broadcasters have no right to the grant of a license or "property interest" in the use of a particular frequency, the regulation requiring them to set aside time for candidates does not give rise to a takings under the Fifth Amendment to the Constitution. Applicants for a license expressly waive any claim to the use of any particular frequency or the use of the spectrum because of previous use of the frequency.<sup>35</sup> Early Supreme Court decisions

made this even clearer, stating, “no person is to have anything in the nature of a property right as a result of the license.”<sup>36</sup> Instead, broadcasters are granted a license to use the spectrum in accord with certain conditions — such as serving the public interest. Because the free time requirement is a refinement of the public interest obligation already attached to the license, it cannot be construed as a “taking” that has unconstitutionally reduced the value of their license.

In addition, as discussed above, broadcasters have just received free access to additional spectrum space, and in awarding the new licenses, the FCC placed broadcasters on notice that “the Commission may adopt new public interest rules for digital television.”<sup>37</sup> Thus, broadcasters who agree to accept the new licenses have no argument that a free time requirement unfairly burdens their use of the license.

### **The Lowest Unit Charge Provision is Constitutional**

The lowest unit charge (“LUC”) [provision] refines a longstanding law that regulates how broadcasters and cable systems set advertising rates for candidates. [It] seeks to reinvigorate the purposes underlying the 30-year-old “lowest unit charge” requirement of federal law. First, it guarantees that candidates pay the low rates that the law has long sought to ensure, and second, it controls the spiraling costs of campaigns without reducing — indeed possibly enhancing — candidate access to the voting public. The LUC [provision] is not only constitutional, it furthers important First Amendment values vital to a vibrant democracy.

For almost 30 years, broadcasters and cable systems have been required to sell air time to candidates at the “lowest unit charge ... for the same class and amount of time for the same period” during a short time preceding elections.<sup>38</sup> Congress enacted the lowest unit charge requirement “to ensure that candidates are treated as favorably as the most favored commercial advertiser during the pre-election period.”<sup>39</sup> It is no secret, no surprise that the law is no longer effective in securing low prices for candidates. A 1990 audit by the FCC found that 80 percent of the TV stations failed to give candidates the lowest available rates. Ten years later, despite rule changes by the FCC, the law remains ineffective and candidates are paying far more than the lowest unit charge.

In *CBS v. FCC*, for example, the Supreme Court upheld a requirement that created an “affirmative, promptly enforceable right of reasonable access” to



broadcast stations for federal political candidates.<sup>40</sup> In other words, Congress *mandated* that broadcasters allow federal candidates to buy time on their station — a privilege not granted any other advertiser.<sup>41</sup> In addition, the FCC — not the broadcasters — had the authority to determine when a political campaign had begun and thus triggered the right of access.<sup>42</sup> The Supreme Court found that these requirements did not violate “the First Amendment rights of broadcasters by unduly circumscribing their editorial discretion,”<sup>43</sup> but “properly balanced the First Amendment rights of federal candidates, the public, and broadcasters.”<sup>44</sup>

When the government acts to facilitate candidate speech and the ability of the public to hear that speech, as the LUC [provision] does, it is furthering an important First Amendment interest and, as such, is furthering an important and valid government interest. The Supreme Court has long recognized the government’s significant interest in maintaining the “opportunity for free political discussion to the end that government may be responsive to the will of the people” as “a fundamental principle of our constitution.”<sup>45</sup> Indeed, the Court has held that “the First Amendment has its fullest and most urgent application precisely to the conduct of campaigns for political office.”<sup>46</sup>

In sum, the LUC [provision] represents a reasonable approach to closing the loopholes that allow broadcasters to evade their responsibilities under the lowest unit rate provisions in existing law. By reinvigorating the guarantee given to candidates and political parties – that they will get the benefit of low rates for their communications with the public – the LUC [provision] furthers the First Amendment goals of disseminating information and maintaining a well-informed electorate. The LUC [provision] properly balances the important public interest needs of candidates and the electorate against the narrow economic self-interest of industries that dominate the dissemination of political information.

*Excerpted and adapted from:*

*Comments drafted by Elizabeth Daniel, Counsel, Brennan Center for Justice at New York University School of Law and filed by the Alliance for Better Campaigns, et al., with the Federal Communications Commission in the matter of public interest obligations of TV broadcast licensees, March 27, 2000.*

*“The Lowest Unit Charge Amendment to McCain-Feingold is Constitutional” by Elizabeth Daniel, Counsel, Brennan Center for Justice at New York University School of Law Report to Members of Congress and Staff, May 10, 2001.*

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- <sup>1</sup> *CBS v. FCC*, 453 U.S. 367, 395 (1981)
- <sup>2</sup> *Red Lion Broadcasting v. FCC*, 396 U.S. 367, 394 (1969)
- <sup>3</sup> 47 U.S.C. § 307(b)
- <sup>4</sup> See 47 U.S.C. § 336(a)
- <sup>5</sup> 47 U.S.C. § 336(d); see *id.* § 336(b)(5) (directing the Commission to prescribe regulations related to the additional licenses “as may be necessary for the public interest, convenience, and necessity”)
- <sup>6</sup> See 47 U.S.C. § 309(j)(2)(B) (Balanced Budget Act of 1997)
- <sup>7</sup> Editorializing by Broadcast Licensees (Report of the Commission), 13 F.C.C. 1256, 1249 (1949) (quoted in Cass R. Sunstein, *Democracy and the Problem of Free Speech* 4 (1993)).
- <sup>8</sup> *CBS v. FCC*, 453 U.S. 367, 378 (1981) (quoting Report and Order: Commission Policy on Enforcing Section 312(a)(7) of the Communications Act, 68 F.C.C.2d 1079, 1087-88 (1978)).
- <sup>9</sup> 47 U.S.C. § 315(a).
- <sup>10</sup> 47 U.S.C. § 315(b).
- <sup>11</sup> *CBS v. FCC*, 453 U.S. at 386
- <sup>12</sup> See, e.g., *Farmers Educ. and Coop. Union v. WDAY*, 360 U.S. 525, 534 (1959)
- <sup>13</sup> See, e.g., *CBS v. DNC*, 412 U.S. at 102-03, 110
- <sup>14</sup> *FCC v. League of Women Voters of Calif.*, 468 U.S. at 375
- <sup>15</sup> *Red Lion*, 395 U.S. at 390
- <sup>16</sup> *CBS v. DNC*, 412 U.S. at 122
- <sup>17</sup> *Buckley v. Valeo*, 424 U.S. 1, 52-53 (1976).
- <sup>18</sup> *CBS v. FCC*, 453 U.S. at 396 (quoting *Garrison v. Louisiana*, 379 U.S. 64, 74-75 (1964))
- <sup>19</sup> *New York Times Co. v. Sullivan*, 376 U.S. 254, 269 (1964) (quoting *Stromberg v. California*, 283 U.S. 359, 369 (1931))
- <sup>20</sup> *CBS v. FCC*, 453 U.S. at 396 (quoting *Monitor Patriot Co. v. Roy*, 401 U.S. 265, 272 (1971))
- <sup>21</sup> *Buckley v. Valeo*, 424 U.S. at 92-93
- <sup>22</sup> 395 U.S. at 392
- <sup>23</sup> 453 U.S. at 396
- <sup>24</sup> *CBS v. DNC*, 412 U.S. at 101
- <sup>25</sup> *Buckley v. Valeo*, 424 U.S. at 50-51, n. 55, (quoting *Red Lion*, 395 U.S. at 393, and comparing with *Miami Herald Publ. Co. v. Tornillo*, 418 U.S. 241, 256 (1974) (invalidating mandatory reply obligations as they apply to newspapers))
- <sup>26</sup> *Red Lion*, 395 U.S. at 388
- <sup>27</sup> *CBS v. FCC*, 453 U.S. at 395 (quoting *Red Lion*, 395 U.S. at 389))
- <sup>28</sup> *CBS v. DNC*, 412 U.S. at 119 (plurality).
- <sup>29</sup> *Red Lion*, 395 U.S. at 394
- <sup>30</sup> See 395 U.S. at 400
- <sup>31</sup> 453 U.S. at 377
- <sup>32</sup> 453 U.S. at 388
- <sup>33</sup> *Id.* at 394
- <sup>34</sup> *Id.* at 397
- <sup>35</sup> 47 U.S.C. § 304
- <sup>36</sup> *FCC v. Sanders Bros. Radio Station*, 309 U.S. 470, 475 (1940)
- <sup>37</sup> *Fifth Report and Order*, 12 F.C.C.R. at 12830
- <sup>38</sup> § 315(b)
- <sup>39</sup> FCC, *Licensees and Cable Operators Reminded of Lowest Unit Charge Obligations*, Public Notice (1988)
- <sup>40</sup> 453 U.S. 367, 377 (1981)
- <sup>41</sup> See, e.g., *Columbia Broadcasting Syst., Inc. v. Democratic Nat’l Comm.*, 412 U.S. 94 (1973) (noting that Congress had not required broadcasters to accept editorial advertisements and holding that the First Amendment did not require such a regulation)
- <sup>42</sup> *CBS v. FCC*, 453 U.S. at 388
- <sup>43</sup> *Id.* at 394
- <sup>44</sup> *Id.* at 397. See also *Red Lion Broadcasting v. FCC*, 396 U.S. 397 (1969) (upholding the “fairness doctrine,” which required broadcasters to provide free reply for editorial and personal attacks if no paid reply was available).
- <sup>45</sup> *New York Times Co. v. Sullivan*, 376 U.S. 254, 269 (1964) (quoting *Stromberg v. California*, 283 U.S. 359, 369 (1931))
- <sup>46</sup> *CBS v. FCC*, 453 U.S. at 396 (quoting *Monitor Patriot Co. v. Roy*, 401 U.S. 265, 272 (1971))

## How TV Drives the Political Money Chase

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Campaign finance reform has typically tried to limit the *supply* of money in political campaigns, but it does little to curb the *demand*. And what is the #1 source of that demand for political money? Television, of course.

Recent studies have shown that in competitive races, half of all campaign budgets are spent on broadcast advertising. Here's what some candidates had to say:

Republican Congressman Joe Scarborough of Florida spent \$700,000 on his 2000 campaign, even though he won 77 percent of the vote in the primary and ran unopposed in the general election:

*"Looking back, I'd actually like to know what I spent the money on! I guess it's media. ...[O]nce you're in Congress, people get in line to give you money and it's a lot easier to do TV ads and 30-minute cable shows than to knock on doors. Looking back and being told that I spent \$700,000 on a campaign just makes me tired."*<sup>ri</sup>

Democrat Barbara Boxer, on her 1998 campaign:

*"They [television broadcasters] are taking 80 percent or 90 percent of our budget after we pay our overhead. TV was so expensive in my last race I couldn't even afford to have much radio. I didn't even have any left over for radio. I raised \$20 million and huge sums went to television."*<sup>+</sup>

Republican Senator John Ensign:

*"The broadcasters used to dread campaigns because that was the time of year they made the least amount of money.... Now it is one of their favorite times of the year because it is actually one of their highest profit margin times of the year."*<sup>re</sup>

In 2000, Democrat Debbie Stabenow edged out Spencer Abraham for a U.S. Senate seat in Michigan. As late as September, Stabenow was polling 22 points behind. EMILY's list founder Ellen Malcolm says her group's ability to raise money for television advertising turned that race around:

*"She [Stabenow] didn't have enough money to go up on television. We went out to the members and said, look... this race is there for the taking if we can get her the money to get up on television. And so we raised – between Labor Day and Election Day – about \$600,000. Altogether we raised about \$1.4 million."*<sup>†</sup>

Republican Rick Lazio, on his 2000 race against Sen. Hillary Clinton in New York:

*"There's a lot of pressure that comes from media consultants, who have an insatiable appetite for media buys. There are incentives for campaigns to spend more and more on television. Consultants are paid for ad buys. And when your opponent is on the air, you can't let it go unanswered for long."*<sup>†</sup>

Democrat Sam Gejdenson of Connecticut:

*"[T]he great irony is the television station doing the editorial about the tremendous costs of campaigns while they're manipulating the cost of TV to charge candidates more and more money."*<sup>†</sup>

**It's time for a change. The *Our Democracy, Our Airwaves Act* would reduce the cost of campaigns by providing vouchers for a limited amount of free broadcast advertising time to qualifying candidates who raise small dollar contributions. For more details on the proposed legislation, see the "Questions & Answers about the *Our Democracy, Our Airwaves Act*" factsheet.**

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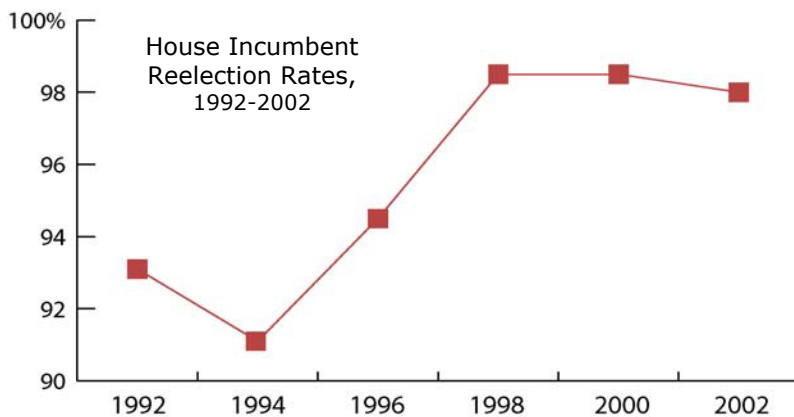
<sup>†</sup> Quotes excerpted from *"Speaking Freely: Washington Insiders Talk About Money in Politics"* by Larry Makinson of the Center for Responsive Politics.

<sup>‡</sup> Statements made during floor debate, March 21, 2001.

## Creating a Competition Of Ideas, Not Money

Competition is the American way. It's true in business, and it ought to be true for our system of elections as well.

But competition for seats in the House of Representatives has declined so much that more than 90% of incumbents were re-elected in every election cycle for the past decade. In 2002, 98% of all incumbents were reelected!



And the cost of winning an election continues to skyrocket: in 2002, winning House candidates spent an average of **\$895,000**. And the candidate who had raised the most money won **94%** of the time.

It's time for a change. Voters need to hear from all candidates – not just the ones who have deep pockets or thousands of dollars from special interests to buy expensive television time.

We should use our airwaves – which are owned by the public, not the broadcasters – to open up our political process to more competition, fresh faces and new ideas.

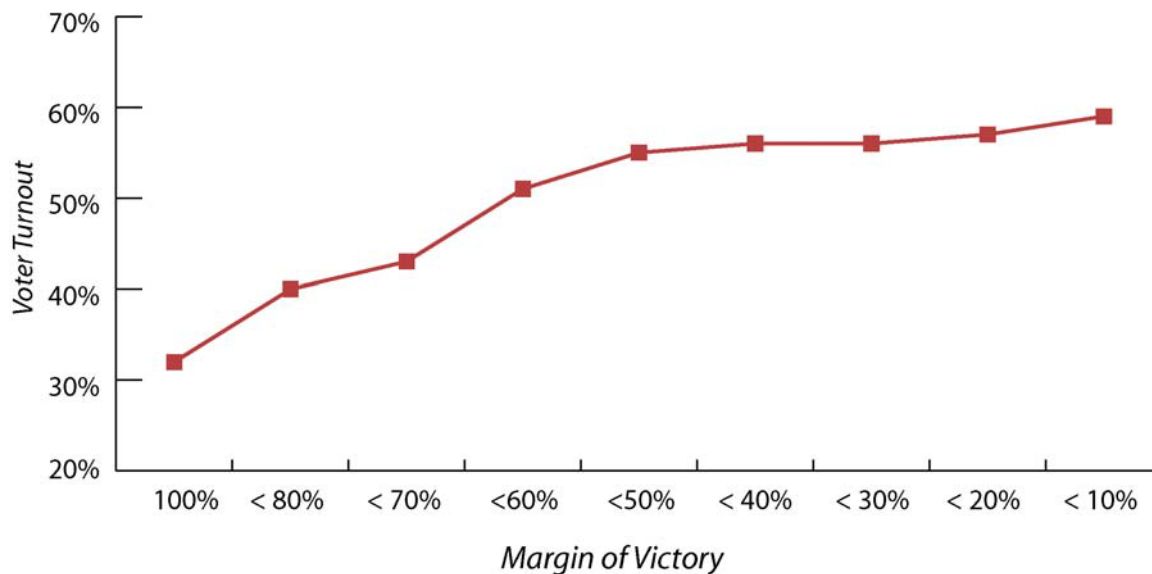




The *Our Democracy, Our Airwaves Act* would give voters more information by requiring television and radio stations to air two hours per week of candidate-centered or issue-centered programming in the period before all elections.

The bill would also reduce the cost of campaigns by providing vouchers for a limited amount of free broadcast advertising time to qualifying candidates who raise small dollar contributions.

Our democracy is best served by a competition of ideas. A study by the Center for Voting and Democracy found that districts that had more competitive congressional races in 2000 also had higher voter turnout.



We deserve an electoral system in which ideas matter more than money. For more details on the proposed legislation, see the “Questions & Answers about the *Our Democracy, Our Airwaves Act*” factsheet.

## Private Use of Public Assets: The Broadcasters' Sweetheart Deal

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- ❖ To graze livestock and harvest timber on publicly owned lands, agribusinesses and farmers have paid more than **\$515 million** into the public treasury.
- ❖ To buy licenses to use publicly owned spectrum, wireless phone companies have paid more than **\$37 billion** into the public treasury.
- ❖ To extract petroleum and natural gas from the publicly owned Outer Continental Shelf, commercial drilling companies have paid more than **\$122 billion** into the public treasury.
- ❖ To operate on the publicly owned airwaves, broadcasters have paid **\$0**. Not a single penny for their free and exclusive licenses to operate on spectrum space owned by the American people!

Economists have estimated that the airwaves used by television and radio broadcasters could generate up to **\$367 billion** for the public treasury, if sold at auction.

Americans rely on our elected leaders to act as wise stewards of our commonly-owned assets. In these tough economic times, it's important that the American people get a fair deal on our nation's resources. But when it comes to broadcasting, our leaders have given that industry a sweetheart deal while Americans are getting a raw deal.







In return for their free licenses to use the airwaves, broadcasters are supposed to serve the public interest. Part of that public interest obligation is to inform voters about candidates and issues at election time. But many studies have shown that during the campaign season broadcasters are far more interested in lining their pockets with advertising dollars than in providing voters with the information they need to make an educated choice on Election Day.

Meanwhile, broadcasters are earning huge profit margins by operating on the public's airwaves. A recent FCC study found that the typical local television in a large city earned profit margins of 46.2%. That's seven times more than the profit margin at the typical Fortune 500 company!

It's time for some common sense management of this valuable public resource.

The *Our Democracy, Our Airwaves Act* would require that television and radio stations, as part of the public interest obligation they incur when they receive a free broadcast license, air at least two hours a week of candidate-centered or issue-centered programming during the period before elections.

The bill would also enable qualifying federal candidates and national parties to receive up to \$750 million worth of broadcast vouchers that can be used to place political advertisements on television and radio stations in each two year election cycle. The voucher system would be financed by a spectrum use fee of not more than one percent of the gross annual revenues of broadcast license holders. Television and radio license holders take in approximately \$60 billion a year in gross annual revenues. A fee of .625 percent would generate \$750 million per two year cycle, which is approximately the amount spent by candidates and parties to advertise on broadcast stations in 2002

**The airwaves belong to the public, not to the broadcast industry. They should be used to the benefit of the American people and our democracy.**

For more details on the proposed legislation, see the "Questions & Answers about the *Our Democracy, Our Airwaves Act*" factsheet.

# “Our Democracy, Our Airwaves” Coalition

The *Our Democracy, Our Airwaves Coalition*, led by the Alliance for Better Campaigns, is conducting a public education and advocacy campaign to build support for proposals that require television broadcasters to provide increased candidate issue discussion in the weeks before elections. More than 60 national organizations have joined our coalition demanding that the publicly-owned airwaves be used in ways that enhance the democratic process.



The Alliance for Better Campaigns is a public interest group that seeks to improve elections by promoting campaigns in which the most useful information reaches the greatest number of citizens in the most engaging ways. Our honorary co-chairs are former president Jimmy Carter, legendary anchorman Walter Cronkite and former president Gerald Ford.

## Coalition Members

AARP  
AFL-CIO  
AFSCME  
American Public Health Association  
Arab American Institute  
Asian Pacific American Labor Alliance  
Association of Community Organizations for Reform Now (ACORN)  
Ballot Initiative Strategy Center  
Brennan Center for Justice  
Campaign and Media Legal Center  
Campaign for America  
Campus Compact  
Center for Digital Democracy  
Center for Governmental Studies  
Center for Voting and Democracy  
Church Women United  
Citizen Works  
Civil Rights Forum on Communications Policy

Common Cause  
Communications Workers of America  
Consumer Federation of America  
Consumers Union  
Creative Coalition  
Democracy 21  
Democracy Matters  
Demos  
Gray Panthers  
Greenlining Institute  
Institute for Global Ethics  
Interfaith Alliance  
Kids Voting USA  
League of United Latin American Citizens  
League of Women Voters of the United States  
Media Access Project  
Millennial Politics.com  
MoveOn.org  
NAACP  
National Civic League  
National Coalition on Black Civic Participation

National Council of Churches  
National Education Association  
National Organization for Women  
National Urban League  
National Women's Political Caucus  
NETWORK: A National Catholic Social Justice Lobby  
New America Foundation  
People for the American Way  
Public Campaign  
Public Citizen  
Rock the Vote  
Sierra Club  
Unitarian Universalist Association of Congregations  
United Church of Christ  
United Methodist Church  
USAction  
U.S. PIRG  
Women's Institute for Freedom of the Press  
Youth Service America  
Youth Vote Coalition  
20/20 Vision



## Press Room

Alliance for Better Campaigns



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RESEARCH AND REPORTS

THE POLITICAL STANDARD

PRESS ROOM

ABOUT THE ALLIANCE

**For Immediate Release**

September 3, 2003

Contact:

Meredith McGehee, 202.659.1300

## Public Interest Advocates Call on Calif. Radio Broadcasters to Open Up the Airwaves

**Washington, DC** - The Alliance for Better Campaigns today urged Clear Channel Communications and Infinity Broadcasting to allow candidates in California's gubernatorial recall election the opportunity to purchase advertising time in order to communicate with voters. Following is an open letter sent to Clear Channel and Infinity executives and general managers:

Dear Radio Station Executive:

As President and Executive Director of the Alliance for Better Campaigns, I am writing to express my disappointment in Clear Channel Communications' and Infinity Broadcasting's decision to refuse to sell advertising time to candidates in California's October 7 gubernatorial recall election. *[Note: Clear Channel will only sell ads to candidates who agree to buy time on at least 20 stations through their "political action network."]*

This recall election may be the most important campaign in California in a generation. Not only does this race involve critical public policy issues facing the voters of the state, but there are also more than one hundred candidates vying for the job. I cannot think of a case where citizens have a greater need to hear directly from the candidates about their ideas, their backgrounds, and their policy proposals.

It is not clear whether Clear Channel and Infinity are refusing to accept political advertising because it would decrease the inventory available to commercial advertisers. But if so, the need to balance demands from commercial advertisers should not be used to justify a blanket ban on political advertising by state and local candidates. This kind of ban strongly disserves the public interest by making it difficult for voters to sort out the competitive candidates from the fringe candidates (especially in a field as crowded as this one), and to get the information they need about the political races that have the greatest impact on their lives.

Furthermore, the practice of banning certain classes of candidates from buying advertising time lends credibility to the claims of those who contend that media consolidation impairs localism in broadcasting. The Alliance will ensure that this fact is made known to members of Congress considering whether to overrule the FCC's recent actions and whether to revisit the ownership provisions in the 1996 Telecommunications Act.

Since the dawn of broadcasting, broadcast licenses have come with public interest obligations - and numerous laws, regulations and court rulings have made it clear that a core part of these obligations for broadcasters is to facilitate the flow of political information essential to a self-

governing democracy.

Providing gubernatorial candidates with access to the publicly-owned airwaves is certainly in the public interest. In 1998, the Advisory Committee on Public Interest Obligations of Digital Television Broadcasters (better known as the "Gore Commission") recommended that

...[T]he FCC should prohibit broadcasters from adopting blanket bans on the sale of time to all state and local political candidates. In doing so, we are not recommending that broadcasters be required to sell time to candidates for every state and local office, or to any particular state or local candidate. We are recommending that broadcasters be prohibited from refusing to sell any time to any candidate for state and local office.

I urge you to reconsider your decision in light of the public interest obligations you agreed to uphold when you received your free broadcast license.

Sincerely,

Meredith McGehee  
President and Executive Director  
Alliance for Better Campaigns

*The Alliance for Better Campaigns is a nonpartisan public interest group that advocates for reforms that reduce the cost and increase the flow of political communication, particularly on the publicly-owned airwaves. The Alliance is currently leading the "Our Democracy, Our Airwaves Campaign," a coalition of more than 60 national organizations advocating for a more clearly defined public interest standard for broadcasters.*

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